

The Guide To Writing A Winning Proposal

Before you send your proposal to your manager to review or to your client, check it against this list.

Have you included the following elements?

- ☐ **Summary:** A short overview of the proposal highlighting what will be most important to the buyer
- ☐ **Statement of Need:** An explanation of the problem(s) this proposal solves for the organization
- ☐ **Description:** A detailed explanation of the product(s) and/or service(s) being proposed
- ☐ **Budget:** A detailed breakdown of the pricing model
- ☐ **Conclusion:** A restatement of the important points, including how the proposed purchase will help the buying organization

Read your proposal one more time and ask yourself:

- ☐ Have you defined a problem and described a solution so that the buyer understands why it benefits them?
- ☐ Have you used facts to bolster the argument for approval?
Try using similar successful projects or explain how the project solves their problems or achieves their goals.
- ☐ Have you demonstrated possible outcomes using models, project plans and expected results?
- ☐ Have you provided a realistic picture of the entire expense?
- ☐ Have you carefully designed, meticulously written and carefully edited the entire document?

Many thanks to Mark Nichol on [Daily Writing Tips](#) for sharing this great information!