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Helping organizations drive revenue and generate profits through stronger business communications

Sales Proposals: Standardized or Successful (Choose one!)

She was so frustrated that she had to write to tell me. She called her favorite hotel and was disappointed to learn that the dates she wanted for her meeting were already booked. At the sales person's urging, because the sales person was certain she could find another hotel within the region that would suit her needs for this meeting, she provided the details of her upcoming meeting. In fact, she spent a significant amount of time on the phone with the hotel contact explaining the needs and goals of the meeting and the hotel contact/sales person promised to send these to the other hotels.

What did she get from the other hotels? Standardized proposals. The identical proposals (except that each focused on their own property) with nary a thought about the customer and her objectives. The proposals regaled her with all the wonderful features of the property, the proposals spoke eloquently of the benefits of booking there, but did not mention her needs, her meeting goals, or her at all. Boo, hiss!

Okay, folks. It just is not appropriate to write about yourself, yourself, yourself no matter how special you may think you are! You have to give them the information that matters to them.

I read the standardized proposals she received because she forwarded them to me. She just had to, she told me. She had to show me "what they think qualifies as good sales and good customer service." They were written perfectly if the **only thing that mattered was eloquence and flowing words and lovely word pictures.** They were absolutely horrible if they expected to sell.

Standardized proposals: A good idea gone lazy!

Action steps:

Print out the last proposal you sent. Find 2 highlighter markers of different colors. Use one color to highlight everything that answers your customer's needs and deals specifically with their questions. With the other marker, highlight everything that talks about you, your product, your service, how wonderful you are, how happy you'll be to do business with them. I'll bet you don't need a magnifying glass to see the point!

For more tips, or to schedule Sue Hershkowitz-Coore, CSP to speak at your next meeting, please send an email to Sue@SpeakerSue.com.

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