

Proposal Questions and Answers

**Common questions and answers when
developing proposals for your clients.**



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Proposals are utilized by businesses great and small. The delivery of one to a potential customer is one of the most important steps in the sales cycle. We've examined the anatomy of the perfect proposal and offer a ton of tips and advice so your next proposal has what it takes to seal the deal.

Does including images affect the close rate?

Adding images to your proposal improves the close rate by 23%. Proposals with images stand out. And proposals that stand out win deals. Compelling imagery reinforces your brand's message and shows your prospect you care about presentation in every aspect of your business.



A beautiful, well-designed proposal demonstrates your company's dedication to the customer experience and offers a snapshot of the standard of quality to which you can be held.

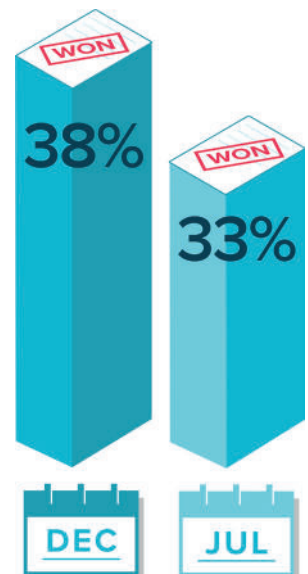
Does time of year affect proposal close rates?

One month stands well above the rest when it comes to closing deals. That month? December. December has the highest close rate at 38%. On the other end of the spectrum sits July with the lowest close rate at 33%. Now, here's the rub. We're not recommending waiting until December to send all of your proposals while avoiding July like it's cursed.



Savvy proposal senders possess an intimate knowledge of their potential client's buying cycle.

An understanding of when big purchasing decisions are on the table can help you parse out leads who are ready to buy from those who are just kicking tires.



When should I send my proposal?

We found that, regardless of when they are sent, the majority of winning proposals close either the day they're sent, or the following business day. Proposals sent on Monday through to Thursday share a slight advantage over those sent on Friday, and things really drop off on the weekend.



The key takeaway for how to best to time the delivery of your proposal is to get it out as soon as possible. As we're about to see, the longer you wait to get a proposal to your prospect, the less likely that deal is to close...

How do customers view online proposals?

No matter where we are or what device we're using, we expect intuitive use of and access to every business tool we deploy; think email, calling and messaging platforms, banking apps... you get the idea. Why should proposals be any different?



The point to be made here is straightforward: If your proposals aren't optimized for mobile, you're losing deals.

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How long do customers view proposals?

Prospects require less time to consider a proposal they'll sign. If it's a winner, it'll get signed quickly. That helps explain why 50% of all winning proposals are signed within 80 minutes of opening.

But proposals that don't close aren't dismissed without scrutiny. Rather, those that don't win receive more attention than those that do, both in the number of times they are viewed and the time spent viewing them.



On average, winning proposals are viewed 2.5 times before they're signed.



Proposals that didn't close are viewed 3.5 times before the viewer decides not to sign.



Some clarification at the critical time may be all it takes to get a hesitant lead across the line.

How do client input forms affect the time to close?

Proposals with client input forms close 65% faster than those without. Impress your new clients by whisking them through unavoidable administrative processes right inside the proposal. They'll love seeing you're ready to get down to business, and you're free from mind-numbing manual data entry that chews into your selling time.

65%

- Billing contact name
- Purchase order number
- Shipping address

PROPOSAL

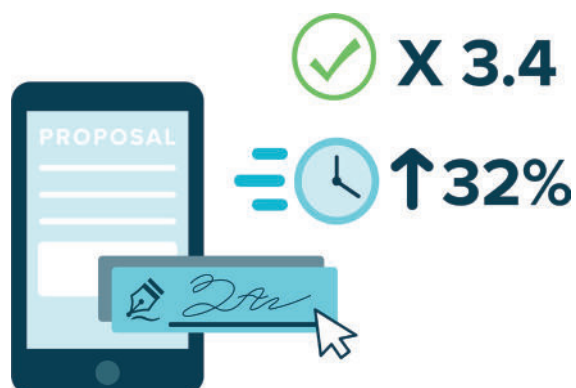


Client input forms help slash the time to close, meaning you can seal the deal faster and set your sights on the next big win.

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Signatures

It's not official until it's got a signature. And when it comes to signing, the data is crystal clear: Proposals with esignatures are 3.4x more likely to close than those without. Deals also close 32% faster with esignatures. Putting a physical signature on an electronic document just doesn't compute. For your potential client, it's a time-consuming, tedious hassle to print, sign, scan, and return a document. In a highly competitive industry, that time can be better spent... on things like considering offers from your competitors.



Esignatures became a legally-binding method of signing documents in 2000. Read: **almost 20 years ago.**

Forget hours; if your prospects are still signing your proposals with a pen, you're **decades** behind.

Sales Growth is a challenge for any organization. Getting proposals out the door that close sales should not be one of the many hurdles to growing sales. Proposal Automation is key to growing your business and ensuring consistent and quality representation of your company, products, and services during the sales process.

50 Marketing is a Proposify Certified Partner.

We are here to propel you to success by leading you to a new era of streamlined sales.





Contact Us

With clients in 32 states and counting, 50 Marketing provides marketing, advertising, and digital services that are successful across geographies, industry types, and markets. Learn how 50 Marketing can help you grow.

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