

## 5.5 Writing A proposal

## Discussion

- 1 Discuss your views on mailshots and spam. Mark your position on the scale.

They make good business sense.



They're a waste of money.



## Scan reading

- 2 Read the proposal below and answer the questions.

- 1 What service does the proposal offer?
- 2 What benefits does it offer?
- 3 How much does the service cost?
- 4 Why should the customer choose this provider?

Dear Mr Bellows,

Thank you for taking the time to talk to me by telephone today. As agreed, please find below a proposal for our PZpay merchant account, which I believe will resolve all your online payment problems.

Your website currently generates five to ten orders per day. You expect this to increase steadily with the introduction of a new range of products. You are looking for a flexible, inexpensive and transparent payment system which will allow you to deal directly with your customers and control your cash flow.

We recommend the PZpay Pro small business merchant account, which can process up to 75 orders per day. If your sales volume were to expand more quickly than anticipated, you would be able to upgrade to PZpay Corporate with no additional set-up fee.

PZpay Pro will gain prestige and respect for your e-business, since customers will make their credit card payments directly on your website. PZpay is totally transparent, giving you total control of your sales, cash-flow and administration fees. In the unlikely event of a dispute with a

customer, you alone would decide whether to refund your customer's payment. Our charges are amongst the lowest on the market, meaning that your business will be more profitable from day one.

We provide everything you need to set up PZpay on your website within 48 hours. Should you however encounter any difficulties, our helpline is available 24 hours a day, seven days a week to assist you.

With more than 1,800 satisfied members in 26 countries, PZpay is the fastest-growing merchant account provider on the Web. I will be happy to put you in touch with other PZpay users in your region.

The monthly fee for PZpay Pro is just \$12, with minimum transaction fees of only \$10. You will find full details of our terms and conditions in the attached quotation.

We look forward to having you as a member: to apply, simply fill out the application form at <http://pzpay.com>. If you have further questions, please feel free to call me.

Sincerely yours,

## Internet research

Search for the keywords *how to write direct mail* to find out more about writing to sell.

### Analysis

**3** Read the proposal again and number these sections in the order they appear in the proposal.

- |  |   |
|--|---|
| <input type="checkbox"/> <b>Solution:</b>                      | State the options you recommend, and any contingency plans.   |
| <input type="checkbox"/> <b>Benefits:</b>                      | Sell your solution by pointing out its advantages for the customer.   |
| <input type="checkbox"/> <b>Introduction:</b>                  | Refer to previous contact with your customer, state the purpose and contents of the document and summarize the objective of the proposal. |
| <input type="checkbox"/> <b>Conclusion:</b>                    | Encourage the customer to take the next step.   |
| <input type="checkbox"/> <b>Qualifications and references:</b> | Justify your ability to do the job.   |
| <input type="checkbox"/> <b>Process and schedule:</b>          | Explain procedures, lead time and after-sales service.  |
| <input type="checkbox"/> <b>Needs / background:</b>            | Review the reasons for the proposal and the customer's needs.   |
| <input type="checkbox"/> <b>Costs:</b>                         | Give a breakdown of the investment, or refer to a separate quotation.   |

### Writing

**4** Your small business designs and builds multimedia websites. In small groups, supply suitable endings / beginnings for these options and contingencies.

- 1 If you would like to see similar projects we have managed, \_\_\_\_\_.
- 2 In the unlikely event that you were less than 100% satisfied with the result, \_\_\_\_\_.
- 3 Should you require on-site support, \_\_\_\_\_.
- 4 \_\_\_\_\_, I would be delighted to organize a demonstration on your premises.
- 5 \_\_\_\_\_, we would provide a replacement while your server was repaired.
- 6 \_\_\_\_\_, our engineers can perform an upgrade on-site.
- 7 \_\_\_\_\_, we require a deposit of 25%.

**5** Read the notes from a sales meeting with a prospect, and write a proposal to supply a new website. Invent any details as necessary.

#### Prospect

Ms Nash-Williams

#### Company

'Poster Passion' - they sell posters of pop stars, rock bands, sports, etc. by mail order and via the Internet. Customers are mostly teenagers.

#### Needs

Current website was designed by a friend five years ago - very static and boring. No movement, no sound. Basically just a catalogue and price list.

Sales are dropping - competitors have more interactive sites. Wants something more exciting with music, guided tour, etc. Perhaps games to attract visitors?

Give details of how we work, references, prices, etc.

Very concerned about after-sales - explain how we support them if anything goes wrong.