



2BOBS

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PROPOSALS + PROCESS:



THE ONE-PAGE PROPOSAL:

- CONVERSATION REFERENCE GUIDE
- RELIEVE PRESSURE ON THE PROPOSAL BY GIVING THEM ALL THE INFO BEFORE (or later.)

TESTIMONIES:

INSPIRE EARLY

REASSURE LATE

- BRIEF
- 1/2 SENTENCE BLURBS
- "REFERENCE"
- LONGER, FACTUAL RECOUNT OF THEIR EXPERIENCE

WHY: THINK ABOUT HOW GOOD IT COULD BE

WHY: "EVERYTHING'S GOING TO BE OKAY."

WHEN + HOW to use COMMUNICATION TOOLS

CODIFIED PROCESS

HERE'S HOW WE DO THIS...

PROPRIETARY PROCESS

HERE'S HOW ONLY WE DO THIS...

A TOOL OF REASSURANCE
USE LATER, TO CLOSE

UNIQUE,

The more **UNIQUE**, the more useful it is to talk about as a differentiator.

YOUR PROPRIETARY PROCESS SHOULD BE VISUALIZED
IN AN *Illustrated* GRAPHIC

CONVERSATIONS:

WHAT YOU SAY

HOW YOU SAY IT

AND WHEN

PRESENTATIONS ARE

ONE WAY

COMMUNICATIONS...

MASTERING THIS **DECREASES** YOUR DEPENDENCY ON THE OTHER TOOLS.

OLD EPISODE: "REPLACING PRESENTATIONS WITH CONVERSATIONS"



WEBSITE + MARKETING:

UNDER-USED IN SALES!

- WHO HAVE YOU DONE THE SAME THING FOR?
- WHAT IS YOUR APPROACH?

THE CLIENT SHOULD HAVE THIS INFO BEFORE ANY CONVERSATION.

A GOOD WEBSITE LETS CLIENTS "TRY ON" YOUR WORK

CHECK the BOX
HOW GOOD COULD THIS BE?



POINT CLIENTS TO THE WEBSITE

IT'S NOT RUDE!

LET THEM **EXPLORE**

CHECK YOURSELF:

HAS YOUR WEBSITE DONE ITS JOB? ASK:

DO YOU HAVE ANY OTHER QUESTIONS ABOUT US OR OUR ABILITIES THAT HASN'T ALREADY BEEN ANSWERED?