****

**Lesson 3: "Business Proposal Writing for Economic Projects"**

**Introduction:** A business proposal is a crucial tool for salespersons or account managers when presenting a product or service to a potential client. To craft an effective proposal for economic projects, it should encompass key elements such as an executive summary, project details, company strengths, and pricing information. Business proposals vary across industries, addressing diverse services like software subscriptions, design, marketing, and more.

**Purpose of a Business Proposal:** The primary objectives of a business proposal include selling the product or service, defining proposal inclusions, outlining terms and conditions, and facilitating quick deal closure through features like esignatures. Large corporations and government agencies often solicit proposals from various companies before selecting the most suitable or cost-effective one.

**Types of Business Proposals:** Business proposals are categorized by industry and offering types. Industries like design, software, marketing, events, real estate, construction, and professional services have specific proposal structures. Offerings can be one-off projects, recurring subscriptions, ongoing services, or package options.

**Business Proposal Example:** A well-crafted business proposal addresses client pain points and presents effective solutions. An accounting proposal example includes a cover page, executive summary, about us section, team bios, project summary, proposed services breakdown, pricing details, onboarding steps, and a contract with esignatures.

**Preparing Before Writing a Business Proposal:** Before initiating the writing process, thorough preparation is essential. This involves understanding client needs, determining the best approach, gaining internal agreement, deciding on pricing options, identifying sign-off authorities, and preparing legal contract templates.

**Everything You Need to Prepare:**

* Understanding client needs
* Determining the best approach
* Compelling details for client approval
* Internal colleagues' agreement
* Pricing options
* Knowledge of sign-off authorities
* Legal contract language or templates

**How to Write a Business Proposal in 7 Steps:**

1. Determine client needs
2. Start with a template
3. Craft evergreen messaging about your company
4. Develop the proposal's core content
5. Add project total or pricing options
6. Include legal terms and conditions with e-signatures
7. Finalize design and review content before submission

**Conclusion:** In conclusion, mastering the art of business proposal writing for economic projects involves strategic articulation and meticulous planning. As economic projects grow in complexity, the ability to convey their value through persuasive proposals becomes a crucial skill. Armed with the insights from this lesson, individuals are better equipped to navigate the intricate terrain of business proposal writing, contributing to the success of impactful economic endeavors.

1. **Easy Question:**
	* *Question:* What is the primary purpose of a business proposal?
	* *Answer:* The primary purpose of a business proposal is to pitch a product or service to a potential client.
2. **Moderate Question:**
	* *Question:* How do large corporations typically choose a service provider when sending out a request for proposal?
	* *Answer:* Large corporations typically evaluate competing proposals and choose the best (or cheapest) service provider.
3. **Intermediate Question:**
	* *Question:* What distinguishes a business proposal from a business plan?
	* *Answer:* A business proposal is written to secure a paid engagement between two companies, whereas a business plan is an internal document outlining the path forward for a business.
4. **Challenging Question:**
	* *Question:* Why is it important to include esignatures in a business proposal, and how does it contribute to the deal-making process?
	* *Answer:* Esignatures in a business proposal expedite the deal-closure process, as proposals with esignatures close 35% faster and are 426% more likely to be accepted.
5. **Advanced Question:**
	* *Question:* In the context of business proposals, explain the significance of crafting "evergreen messaging" about a company, and how does it contribute to proposal writing efficiency?
	* *Answer:* "Evergreen messaging" refers to reusable content about a company. Starting with such content in proposal writing enhances efficiency by creating a template that can be customized for various proposals.
6. **Expert Question:**
	* *Question:* Describe the key considerations and steps involved in determining the pricing options for a business proposal, and why is it crucial for the success of the proposal?
	* *Answer:* Determining pricing options involves calculating fees, presenting a price range, or offering different options. It is crucial for success as it directly impacts the client's decision and the overall competitiveness of the proposal.

Haut du formulaire

here's a fill-in-the-blanks activity using random sentences from the lesson:

**Fill in the Blanks: Business Proposal Writing for Economic Projects**

1. A \_\_\_\_\_\_\_\_\_\_ is sent by a salesperson or account manager to a prospective client to pitch a product or service.
2. Business proposals can be for various services such as enterprise software subscriptions, interior design, accounting, marketing, and \_\_\_\_\_\_\_\_\_\_.
3. The primary purpose of a business proposal is to sell your product or service with details, client results, testimonials, and to clarify what is and isn’t included to accurately manage expectations and lay out terms and conditions to protect \_\_\_\_\_\_\_\_\_\_.
4. There are many different types of business proposals, typically broken down by \_\_\_\_\_\_\_\_\_\_.
5. An excellent business proposal addresses the client’s pain points and showcases the proposed \_\_\_\_\_\_\_\_\_\_.
6. Before writing a business proposal, it's crucial to talk with the client to figure out their needs, pitch the best project using your \_\_\_\_\_\_\_\_\_\_, and discuss the services with colleagues who will be involved in the project.
7. To be a good writer of business proposals, you must be concise, specific, and detailed. The more examples and details you provide, the \_\_\_\_\_\_\_\_\_\_.
8. The first step in writing a business proposal is to determine \_\_\_\_\_\_\_\_\_\_.
9. Using a template for your proposal can save time on both writing and designing, and it's recommended to start with sections that are relevant to your business and can be \_\_\_\_\_\_\_\_\_\_ again and again.
10. Adding legal terms and conditions with e-signatures to your proposal is essential, as proposals with e-signatures close \_\_\_\_\_\_\_\_\_\_ and are \_\_\_\_\_\_\_\_\_\_ more likely to be accepted.

**Answers:**

1. business proposal
2. event catering
3. both parties
4. industry
5. solution
6. experience
7. better
8. the client’s needs
9. re-used
10. 35% faster, 426%

**Fill in the Blanks: Writing a Business Proposal**

1. A great business proposal should include an executive summary or cover letter, details on the project timelines and deliverables, what makes the company the right choice for the job, and pricing and \_\_\_\_\_\_\_\_\_\_ details.
2. Business proposals are typically sent from one business to another for various services, such as enterprise software subscriptions, interior design, accounting, marketing, and \_\_\_\_\_\_\_\_\_\_.
3. The purpose of a business proposal is to sell your product or service with details, client results, testimonials, clarify what is and isn’t included in the proposal to manage expectations, lay out terms and conditions to protect both parties, and lock in the deal right away with \_\_\_\_\_\_\_\_\_\_ built into the proposal.
4. Large corporations and government agencies send out a request for proposal to competing companies and then choose the best (or cheapest) one based on the \_\_\_\_\_\_\_\_\_\_.
5. There are many different types of business proposals, typically broken down by industry, including design, software, marketing, events, real estate and construction, and \_\_\_\_\_\_\_\_\_\_.
6. An excellent business proposal addresses the client’s pain points and showcases the \_\_\_\_\_\_\_\_\_\_.
7. Before writing a business proposal, it's crucial to talk with the client to figure out their needs, use your experience to pitch the best project, discuss the services with colleagues, and potentially consult with the \_\_\_\_\_\_\_\_\_\_ for a legally binding contract template.
8. Everything you need to prepare before writing a business proposal includes an understanding of the client's needs, your determination of the best approach, details that will get the client to say yes, agreement with internal colleagues, the pricing options you want to offer, knowledge of who needs to \_\_\_\_\_\_\_\_\_\_, and legal contract language or templates.
9. To be a good writer of business proposals, you must be concise, specific, and detailed. It helps to follow a process to ensure you’re providing everything that the decision-makers expect, including \_\_\_\_\_\_\_\_\_\_ and more.
10. In conclusion, the journey through the intricacies of business proposal writing for economic projects involves strategic articulation and meticulous planning. As economic projects become increasingly intricate, the ability to articulate their value through \_\_\_\_\_\_\_\_\_\_ becomes a defining skill.

**Answers:**

1. payment
2. event catering
3. esignatures
4. proposals submitted
5. professional services
6. proposed solution
7. legal department
8. sign off
9. examples and details
10. persuasive proposals

Haut du formulaire

 **Match the Sentences with Their Definitions:**

**Sentences:**

1. A business proposal is typically sent by a salesperson or account manager to a prospective client to pitch a product or service.
2. The purpose of a business proposal is to sell your product or service, clarify what is and isn’t included, lay out terms and conditions, and lock in the deal with esignatures.
3. Types of business proposals include design, software, marketing, events, real estate and construction, and professional services.
4. Before writing a business proposal, it's crucial to talk with the client to figure out their needs, pitch the best project, and prepare legal contract language or templates.

**Definitions:** A. The key steps involved in determining pricing options for a business proposal. B. The primary objectives of a business proposal and what it seeks to achieve. C. The diverse categories of business proposals based on different industries. D. The initial communication process where a salesperson presents a product or service to a potential client.

**Match:**

1. A business proposal is typically sent by a salesperson or account manager to a prospective client to pitch a product or service.
	* Definition: D. The initial communication process where a salesperson presents a product or service to a potential client.
2. The purpose of a business proposal is to sell your product or service, clarify what is and isn’t included, lay out terms and conditions, and lock in the deal with esignatures.
	* Definition: B. The primary objectives of a business proposal and what it seeks to achieve.
3. Types of business proposals include design, software, marketing, events, real estate and construction, and professional services.
	* Definition: C. The diverse categories of business proposals based on different industries.
4. Before writing a business proposal, it's crucial to talk with the client to figure out their needs, pitch the best project, and prepare legal contract language or templates.
	* Definition: A. The key steps involved in determining pricing options for a business proposal.