



BOBS

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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
- ½ SENTENCE **BLURBS**
- WHY: THINK ABOUT HOW GOOD IT COULD BE

A TOOL OF

USE LATER, TO

CLOSE

- "REFERENCE"
- LONGER, FACTUAL RECOUNT OF THEIR EXPERIENCE

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

WHEN+HOW to use COMMUNICATION TOS

CODIFIED PROCESS

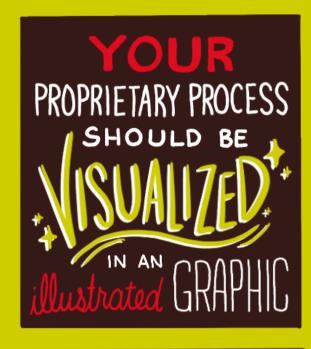
HERE'S HOW WE DO THIS ...

PROPRIETARY **PROCESS**

HERE'S HOW ONLY WE DO THIS ...

The more

the more useful it is to talk about as a differentiator.



CONVERSATIONS:



MASTERING THIS

YOUR DEPENDENCY ON THE OTHER TOOLS.

OLD EPISODE: REPLACING WITH CONVERSATIONS"



PRESENTATIONS ARE



COMMUNICATIONS...



WEBSITE + MARKETING:



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

THE CLIENT SHOULD HAVE THIS INFO BEFORE ANY CONVERSATION.





LET THEM EXPORE

CHECK A GOOD WEBSITE LETS CLIENTS HOW GOOD COULD THIS BE?

HAS YOUR WEBSITE DONE ITS JOB? ASK:

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