

# How to write proposals that land you on the shortlist

## 7 simple steps

Writing compelling proposals isn't easy. It's an art that takes knowledge, practice and a lot of review and fine tuning. Luckily, there are a few quick and easy tricks to make your RFP responses more effective.

### 1

#### Do your homework

Before you start writing, it's crucial to know what's most important to your prospect. Connect with your customer by specifically addressing how your company helps the customer accomplish their objectives.



### 13.5%

Using similar language makes you **13.5%** more likely to be successful.

### 2

#### Use their language

People are more likely to respond positively to others who communicate with the same language and style they use themselves. So, when you write responses, use the same terminology and tone the customer used in the RFP.

### 3

#### Keep it brief

Before you start writing, it's crucial to know what's most important to your prospect. Connect with your customer by specifically addressing how your company helps the customer accomplish their objectives.



### 72%



72% of consumers will not buy until they've read customer feedback.

### 4

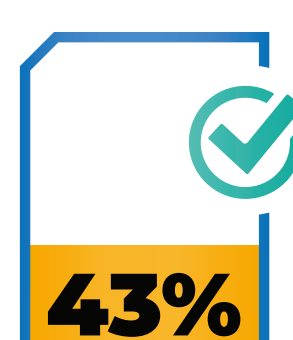
#### Include testimonials

Your prospects expect you to say great things about your company, but when your customers rave about you, it carries a lot more weight. Include testimonials that highlight your organization's value and return on investment (ROI).

### 5

#### Check spelling manually

Spelling and grammar still matter. Most editing tools won't catch all grammar errors or the wrong version of a word, like 'their' and 'there'. So, read your responses aloud, and you'll be surprised how many mistakes you'll catch.



### 65%



65% of people will remember content with a visual after 3 days, but only 10% remember text only.

### 6

#### Include visuals

Incorporating visuals to your text proposal is highly impactful. In fact, adding visuals (which the brain processes 60,000 times faster than text) to your RFP response helps your reader understand faster and remember longer.

### 7

#### Convey a customer-centric culture

The language you use in your proposal should convey your commitment to customer experience. Don't talk about your company, talk about making your customer successful.

### 60%



Winning more RFP opportunities may be as simple as paying attention to the details in these seven tips.

For more tips and resources to write even better RFP responses, check out our ebook: [The formula for creating winning RFP responses](#).



Sources:

- Salesforce: [salesforce.com/research/customer-expectations](https://salesforce.com/research/customer-expectations)
- Harvard Business Review: [hbr.org/2020/12/want-to-win-someone-over-talk-like-they-do](https://hbr.org/2020/12/want-to-win-someone-over-talk-like-they-do)
- Neilson: [ningroup.com/articles/measuring-the-usability-of-reading-on-the-web](https://ningroup.com/articles/measuring-the-usability-of-reading-on-the-web)
- My Testimonial Engine: [mytestimonialengine.com/how-reviews-affect-purchasing-decisions-and-seo](https://mytestimonialengine.com/how-reviews-affect-purchasing-decisions-and-seo)
- CXL: [cxl.com/blog/grammar-mistakes-costing-money](https://cxl.com/blog/grammar-mistakes-costing-money)
- Easel.ly: [easel.ly/blog/text-vs-images-which-content-format-effective](https://easel.ly/blog/text-vs-images-which-content-format-effective)
- Deloitte: [2.deloitte.com/content/dam/Deloitte/Ge/Documents/WM%20Digitalisation.pdf](https://2.deloitte.com/content/dam/Deloitte/Ge/Documents/WM%20Digitalisation.pdf)