

Proposal Structure

The proposal structure can be a useful communication tool, because it starts by describing the customer's present situation and offers to take them to a desirable future state. When applied well it has a natural flow and can be very persuasive.

Proposal Slot	Explanation	BIGJUMP Example: Introduction Letter
Situation	This is our understanding of your problem or opportunity	<i>We understand that your company is experiencing market fluctuations from being part of the resources sector.</i>
Objectives	Given that opportunity or problem, this is our objectives for solving it	<i>We believe we can provide you with valuable insights into addressing the challenges of your industry.</i>
Methods	Given those objectives, these are our methods for achieving them	Propose sharing with you our White Paper (industry insights) in order to provide you with valuable insights and potential solutions to your challenges.
Qualifications	Given those methods, these are our qualifications for achieving them	The industry insights is based on our 20 years' experience in helping similar organisations to yours around the world.
Costs	Given those qualifications and methods, this is how much it will cost	Asking for 30 mins in your calendar. Suggest meeting at a café near to your office.
Benefits	Given our efforts and their associated costs, these are the benefits or value you will receive	You will gain valuable insight into addressing challenges of your industry

(Freed, Freed and Romano; Writing Winning Business Proposals; 1995; p.13)