

Closing a Proposal

Writing a business proposal conclusion involves summarizing all of your main points, overcoming objections and finishing with a flourish. Just as in closing a sales presentation, closing a proposal should include asking for a specific response or action. Be prepared for a “yes” by having necessary documents and paperwork available so you can secure the deal right away.

Address Potential Objections

Successfully constructing a project proposal conclusion involves addressing and dismissing any potential objections to the issue at hand. For example, if you’re writing a proposal for your manager about utilizing telecommuting staffers in your office, anticipated objections could relate to employee oversight, productivity and teamwork efforts.

While you likely addressed these concerns earlier in your proposal, the closing is the place to briefly reiterate solutions to potential main areas of concern. A proposal conclusion example that successfully addresses potential objections could say, “To reiterate, telecommuting employees will be required to meet daily production quotas, check in twice daily by email and teleconference with management at the start of each day.”

If you're writing a high-stakes proposal, consider brainstorming potential objections with co-workers to ensure you cover all your bases. You'll not only impress your manager or client with your foresight, but also save time by producing a proposal that mitigates the need for extensive back-and-forth discussion.

Summarize Key Points of the Proposal

Summarize the key points of your proposal (which in itself is a summary of prior conversations, according to Industrial Marketer) in the conclusion. Focus on why action is needed and emphasize the benefits the action will have for the company. Consider keeping things organized in a written proposal by presenting the key ideas as bullet points.

For example, “Telecommuting will reduce overhead, improve productivity and allow us to expand our staffing and our access to expert freelancers.” If you have vital facts and figures related to costs, earnings or productivity projections, summarize them here as well.

Describe the Next Steps

Describing the next steps to take if a proposal is accepted is a way to take your presentation from a thought or idea into a real concept that decision-makers can visualize.

For example, “With our teleconferencing system already in place and a dozen full-time employees interested in taking their jobs from full-time to telecommuting positions, the next step is to develop a timetable for implementation. This includes finalizing daily quota expectations and setting a schedule for daily teleconferences.”

Make the Ask in the Business Proposal Conclusion

Making the ask in a proposal is much like closing the deal and getting a signed contract in the sales arena. It's a call to action that should, according to Inc.com, give a clear sense of what you provide and what the recipient is expected to do next. If delivering a verbal proposal, you may open the floor to questions prior to this stage to help secure your position.

If developing a written proposal, ask for a definitive timetable for a decision or an in-person meeting or phone call to clarify the final steps of the proposal. For example, “If everyone agrees that this approach will be beneficial to our organization, I would like to propose launching our telecommuting staff on the first of next month with a one-year trial commitment, to be reviewed after the first six months of operation.”

Source: <https://smallbusiness.chron.com/closing-proposal-78285.html>