5 Making deals

- proposal structure
- options and contingencies
- writing a proposal

5.5 Writing A proposal

Discussion

1 **Discuss your views on mailshots and spam. Mark your position on the scale.**

They make good business sense. ←——+——+——+——+——→ They're a waste of money.

Model

2 **Read the proposal below and answer the questions.**

1 What service does the proposal offer?
2 Which four benefits does it offer?
3 How much does the service cost?
4 Why should the customer choose this provider?

Dear Mr Bellows,

Thank you for taking the time to talk to me by telephone today. As agreed, please find below a proposal for our PZpay merchant account, which I believe will resolve all your online payment problems.

Your website currently generates five to ten orders per day. You expect this to increase steadily with the introduction of a new range of products. You are looking for a flexible, inexpensive and transparent payment system which will allow you to deal directly with your customers and control your cash flow.

We recommend the PZpay Pro small business merchant account, which can process up to 75 orders per day. If your sales volume were to expand more quickly than anticipated, you would be able to upgrade to PZpay Corporate with no additional set-up fee.

PZpay Pro will gain prestige and respect for your e-business, since customers will make their credit card payments directly on your website. PZpay is totally transparent, giving you total control of your sales, cash-flow and administration fees. In the unlikely event of a dispute with a customer, you alone would decide whether to refund your customer's payment. Our charges are amongst the lowest on the market, meaning that your business will be more profitable from day one.

We provide everything you need to set up PZpay on your website within 48 hours. Should you however encounter any difficulties, our helpline is available 24 hours a day, seven days a week to assist you.

With more than 1,800 satisfied members in 26 countries, PZpay is the fastest-growing merchant account provider on the Web. I will be happy to put you in touch with other PZpay users in your region.

The monthly fee for PZpay Pro is just $12, with minimum transaction fees of only $10. You will find full details of our terms and conditions in the attached quotation.

We look forward to having you as a member: to apply, simply fill out the application form at http://pzpay.com. If you have further questions, please feel free to call or email me.

Sincerely yours,
Clemmie A Buckton