Internet research

Search for the keywords *how to write direct mail* to find out more about writing to sell.

Analysis

3 **Read the proposal again and number these sections in the order they appear in the proposal.**

- ☐ Solution: State the options you recommend, and any contingency plans.
- ☐ Benefits: Sell your solution by pointing out its advantages for the customer.
- [1] Introduction: Refer to previous contact with your customer, state the purpose and contents of the document and summarize the objective of the proposal.
- ☐ Conclusion: Encourage the customer to take the next step.
- ☐ Qualifications and references: Justify your ability to do the job.
- ☐ Process and schedule: Explain procedures, lead time and after-sales service.
- ☐ Needs/Background: Review the reasons for the proposal and the customer's needs.
- ☐ Costs: Give a breakdown of the investment, or refer to a separate quotation.

Language focus

4 **Your small business designs and builds multimedia websites. In small groups, supply suitable endings/beginnings for these options and contingencies.**

1 If you would like to see similar projects we have managed, _____.
2 In the unlikely event that you were less than 100% satisfied with the result, _____.
3 Should you require on-site support, _____.
4 _____, I would be delighted to organize a demonstration on your premises.
5 _____, we would provide a replacement while your server was repaired.
6 _____, our engineers can reform an upgrade on-site.
7 _____, we require a deposit of 25%.

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cash flow
contingency plan
mail order
merchant account
set-up fee

Output

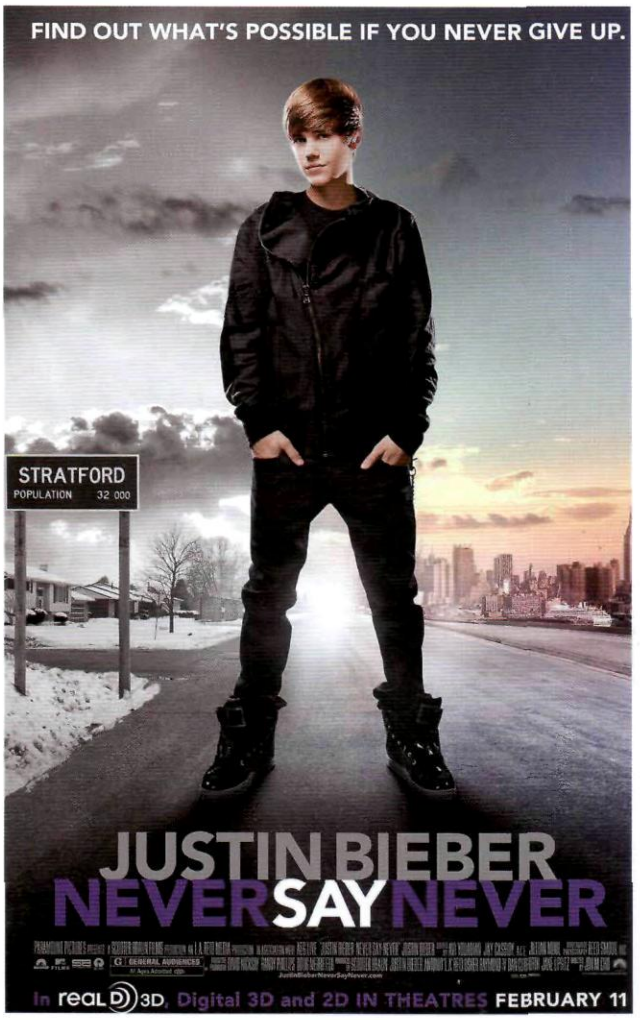
5 **Read the notes from a sales meeting with a prospect, and write a proposal to supply a new website. Invent any details as necessary.**

Prospect

Ms Nash-Williams

Company

'Poster Passion' - they sell posters of pop stars, rock bands, sports, etc. by mail order and via the Internet. Customers are mostly teenagers.

Needs

Current website was designed by a friend five years ago - very static and boring. No movement, no sound. Basically just a catalogue and price list.
Sales are dropping - competitors have more interactive sites. Wants something more exciting with music, guided tour, etc. Perhaps games to attract visitors?
Give details of how we work, references, prices, etc.
Very concerned about after-sales - explain how we support them if anything goes wrong.