



SECTION 4
IMC - Nigeria

WRITING PROPOSALS



Writing Proposals

The first point to realise about a proposal is that, it is a marketing tool designed to enable you to get the job.

Procedure

1. Describe your business.
2. Paraphrase key points (information) gathered at the briefing meetings.
3. State what you intend to do for the client.
4. Indicate anticipated results and potential benefits the client will gain as a consequence of the engagement.
5. Outline your approach (methodology).
6. State your qualifications (especially for the type of assignment in view, citing similar previous jobs).
7. Use any possible persuasive techniques to get the client to accept your proposal.
8. Use simple English

Contents of a Proposal

1. Table of Contents
2. Executive Summary
3. Background information
4. Purposes
5. Objectives
6. Approach (Methodology)
7. Deliverable (Key areas in which services will be provided including what the client will have at the end of the day).
8. Pricing
9. Progress Checks
10. Qualifications
11. Resources
12. Responsibilities - yours and the client's

QUESTIONS

List and explain the 12 key components of a good proposal.



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