

# No-Surprise Proposal Test - B2B

## Eliminate Surprise Objections Before You Submit.

Every surprise you bury in your proposal increases the chance that there will be an objection you could have resolved in advance. You may not be able to wait to present your proposal until every possible question is answered, but if you can answer Yes to most or all the questions, you are more likely to close the deal.

1 Have you gotten clarity on their decision-making process and are you confident you have sufficiently involved the Decision-Maker and key Decision-Influencers? ☐ Y ☐ N

2 Have you and the prospect (or the client you are reselling) agreed on an assignment that is important enough to invest significant funds to address it? ☐ Y ☐ N

3 Is there a clear solution being offered that addresses the assignment? ☐ Y ☐ N

4 Have you discussed that solution in sufficient detail with the Decision-Maker and key Decision-Influencers to be certain they're very interested in it? ☐ Y ☐ N

5 Have you discussed, in pretty specific terms, how much your proposed solution will cost, and are they open to investing that amount? ☐ Y ☐ N

6 Have you included the most appropriate tools and resources to deliver on the desired business result? ☐ Y ☐ N

7 Have you agreed on 2-3 ways they will measure the success of the campaign? ☐ Y ☐ N

8 Does the prospect understand what their tasks and responsibilities will be in the implementation of this proposal to derive ROI from it? ☐ Y ☐ N

9 Does your proposal clearly ask for a decision about the solution, plan, or campaign you are recommending? ☐ Y ☐ N

10 Have you checked for typos and other errors, and to be certain you haven't left out your name, the proposal date, and the expiration date? ☐ Y ☐ N



Based on your answers are you ready to submit this proposal, or would you be better off to keep working on the proposal, together with the prospect, before you hand it over?