



# Learn Winning Proposals

## WE SPECIALIZE IN PERSONAL TOUCH

You take your craft seriously, whether its website, illustration, or branding design and that shouldn't be wasted on an inadequate proposal. Why should your excellence stop at a slammed door? Fortunately you can tailor your efforts through proven techniques to win clients in a business instruction service called *Pump Up Your Proposals*. Key to our approach at Mindwalk Business Coaching is assessing and solving your unique challenges, and enhancing your strengths. We do this through several key steps.

**First of all...**

## WE GO TO YOU!

Conversation and communication saves time, money, and energy. *Pump Up Your Proposals* experts guarantee you all three benefits.

- ✓ Our experts come to your place of business so your valued employees won't move farther than the next room.
- ✓ The expert evaluation and coaching only require half a day to learn, so they are *done by lunch!*
- ✓ Before we come, we *already* know what you go through—we analyze your proposals in advance and we're *ready to help*. We use this time to sit down and highlight ways to improve.

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## BUILD YOUR SUCCESS STEP BY STEP

It just doesn't work any other way. Mindwalk makes sure that nothing is missed from your objectives, time table, and deliverables, any more than your staff would makes errors in kerning or hierarchy. By going over your proposals in a personal way, we prepare you to do the same for your client.

Rule one in proposals is to *never surprise your client* and that means conversation and communication about project needs and budget before you print a line. We not only show you how to do that, we model it in our training. Through *Pump Up You Proposals*, you'll be ready for the conversation you're about to have.

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## YOU ADD VALUE!

Whether the project is in the public or private sector, your team has a lot to offer. We make sure your prospects see that—step by step. On-line templates can be confusing and only demonstrate so much, but Mindwalk's way is proven: our clients report an increase in their proposal "win rate" of 32%.

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## ENTER THE WINNER'S CIRCLE!

Here's what satisfied client Kate Kelsey said about the service:

*"Best money we've ever spent. The new proposal template with Mindwalk helped us win five new web design projects and a top price."*

**Please call or email to schedule a free 30 min coaching session.**

