

DAY 5: BUILDING A BIZ CASE

A key part to success in the corporate space is building a business case. This will include your proposal and other elements. Use today's worksheet to start mapping it out.

WHAT? (FEATURES)

WHY?

ROI

OTHER...



Stand Out Virtually
Corporate Edition

DAY 5: PROPOSAL

It's all about the proposal! In today's session we are going to explore the proposal and RFP proces itself.

01. PROPOSAL ITEMS

- Background - Discussion or Conversation Touchpoints
- Who You Are and Your Background
- Program Elements
- Program Process
- Key stats about the problem
- Other examples of how you have solved the problem
- Testimonials

02. THE OFFER

- What you are offering - Overview/Components
- Pricing/Quotation (one or options)
- What's Included
- Timelines and Milestones
- Cancellation and Rescheduling
- Other Terms and Condition
- Other

03. BONUS ITEMS

- Photos of Work in Action
- Video Clip of Speaking
- Video Clip of Facilitation
- Testimonials - More and/or video
- Case Study
- Additional Article/Video/Blog etc
- Other

