

Boost Your Proposals and land 1/3 more Awarded Jobs!

Proposals present a challenge. Frustrating and time-consuming, they often yield a low *win: loss ratio*. Sometimes it's due to the bottom line, competitive pricing, but often it's about a proposal that isn't sufficiently strong and persuasive.

With every project you pursue, you have an advantage – ***something distinctive that you bring to the table***. But most companies don't know how to pinpoint this and use it to optimize results. We will change that.

With over 30 years' experience in coaching and business marketing, Mindwalk has learned what lands jobs and what doesn't.

Pump Up Your Proposals™ is our crown jewel.

Clients report an increase in their proposal win rate of 32% as a result of our coaching. That's almost 1/3 more business !

Unlike other services, we don't offer general advice on the phone, a cookie-cutter template and walk away...

Our proprietary live-coaching platform will **help you** uncover what is exceptional about your design firm and how to communicate those unique qualities which *translate into benefits for your client*. Our process is customized, convenient, and proven:

- We conduct half-day coaching sessions **at your workplace**. Zoom coaching is also available, but experience has shown us there is no substitute for face-to-face. Live coaching produces greater results and puts you confidently in the driver's seat to sharpen your marketing mindset and drive profit for your company.
- * We teach you how to read between the lines and ask pointed questions that will reveal your client's key concerns - so you can focus your proposal on what's important to *them*.
- * We review and analyze your existing proposal template and sit down with you to identify how to make it more potent and persuasive by homing in on what to change and *how to change it*.
- We leave behind a customized proposal checklist that you can follow when preparing future proposals.

As a bonus, Mindwalk will review your next proposal, free of charge, which can occur at any time within 6 months of initial coaching.

“The PUYP coaching program was the best money we’ve ever spent. The new proposal template we developed with the Mindwalk coach helped us win five new website design projects at a top price.”

Kelly Elrod, partner, Getz Design, Berkeley, CA



*CLICK HERE for a **FREE 30 minute coaching session by phone**, and discover what makes Mindwalk a leader in business marketing. [BUTTON]*