REBUILD THE PROPOSAL BUYING JOURNEY

PROPOSALS SHOULDN'T PAUSE MOMENTUM. THEY SHOULD ACCELERATE DECISIONS.

PROPOSAL BUYING JOURNEY

HOW TO USE THIS WORKSHEET

Most proposals are delivered at the exact moment leadership disappears. The call ends. The proposal gets emailed. The prospect is left alone to decide. Momentum dies.

Today you redesign the journey so proposals move prospects forward instead of leaving them stuck in evaluation mode.

The goal is to create a buying path where decisions happen inside structure, not in isolation.

THE WORKSHEET:

1. Map your current proposal journey

Fill in what actually happens today.

Conversation →
_____ →
_____ →
_____ →
Decision (maybe)

Example:
Conversation → send proposal → wait → follow up → silence

Your journey:

2. Identify where the buyer is left alone

Finish this sentence:

"The buyer is left alone to decide after _____."

Examples:
• the call ends
• the proposal is emailed
• pricing is shared
• the meeting wraps up

Write yours:
_____

3. Define what should happen instead

Finish this sentence:

"Instead of sending proposals and waiting, the next step should be _____."

Examples:
• reviewing proposal live
• decision conversation
• commitment discussion
• implementation planning

Write yours:
_____

4. Identify missing structure

Finish this sentence:

"My proposal process lacks a clear _____."

Examples:
• decision step
• review meeting
• commitment checkpoint
• timeline
• ownership

Write yours:
_____

5. Decide how proposals should be delivered

Answer honestly:
Proposals should be delivered:

☐ Live on a call
☐ Sent by email
☐ Left for buyer to review alone

Best choice:
_____

Live delivery keeps momentum alive.

6. Define the next-step clarity

Finish this sentence:

"After reviewing the proposal, the buyer should _____."

Examples:
• make a decision
• commit to next step
• begin onboarding
• schedule kickoff

Write yours:
_____

7. Remove evaluation drift

Finish this sentence:

"The buyer should not leave the proposal stage without _____."

Examples:
• clear decision
• next step
• commitment action
• timeline

Write yours:
_____

8. Identify unnecessary delay

Finish this sentence:

"My current process allows delay because _____."

Examples:
• no deadlines exist
• no follow-up structure exists
• buyers control timeline
• decisions aren't framed

Write yours:
_____

9. Define your ideal proposal journey

Fill in the improved path:

Conversation →
_____ →
_____ →
Commitment → Implementation

Example:
Conversation → live proposal review → decision → onboarding

Your journey:

10. Lock the redesign principle

Finish this sentence:

"Proposals should create _____, not delays."

Examples:
• decisions
• momentum
• clarity
• commitment

Write yours:

Why This Matters:

When proposals are delivered without structure, buyers default to delay.
When proposals are reviewed inside leadership and clarity, decisions happen faster and cleaner.
Tomorrow we install a commitment system so proposals naturally lead to decisions instead of endless follow-up.

If you want help redesigning your proposal process so deals close faster and cleaner:

https://square1grp.com/brainstormsession