INSTALL A PROPOSAL COMMITMENT SYSTEM

PROPOSALS SHOULDN'T START FOLLOW-UP. THEY SHOULD TRIGGER DECISIONS.

PROPOSAL COMMITMENT SYSTEM

HOW TO USE THIS WORKSHEET

By now, you've seen the real problem. Deals don't die because proposals are weak. They die because proposals are delivered without a commitment system.

When proposals are sent and the process loses structure, buyers drift into delay mode. Today, you install a system where proposals naturally lead to decisions instead of endless follow-up. This worksheet converts your proposal stage from passive waiting into active decision-making.

THE WORKSHEET:

1. Define the purpose of your proposal stage

Finish this sentence:

"The purpose of my proposal stage is to produce _____."

Examples:
- a decision
- a commitment
- an agreement
- payment
- enrollment

Write yours:
_____

2. Define the commitment action

Finish this sentence:

"Commitment at the proposal stage looks like _____."

Examples:
- signing agreement
- making payment
- choosing to move forward
- booking kickoff

Write yours:
_____

3. Install the decision conversation

Finish this sentence:

"After reviewing the proposal, we will _____."

Examples:
- make a decision together
- confirm next steps
- start implementation
- commit or close the loop

Write yours:
_____

4. Set the expectation early

Finish this sentence:

"Before presenting proposals, I will tell buyers _____."

Examples:
- we'll decide next steps together
- the goal is clarity and decision
- we'll determine fit today

Write yours:
_____

5. Define your decision boundary

Finish this sentence:

"If a buyer is not ready to decide, then _____."

Examples:
- the opportunity pauses
- we revisit later
- the process stops for now
- we close the loop

Write yours:
_____

Boundaries prevent endless follow-up.

6. Remove proposal drift

Finish this sentence:

"I will no longer allow proposals to be _____."

Examples:
- sent without a review call
- left without next steps
- followed up endlessly
- ignored without closure

Write yours:
_____

7. Define urgency framing

Finish this sentence:

"If nothing changes for the buyer, then _____ continues."

Examples:
- their current problem stays
- growth remains stuck
- revenue remains inconsistent

Write yours:
_____

Without urgency, delay feels safe.

8. Install your commitment script

Create the statement you will use.

Example template:
"The goal of this proposal review is to decide whether moving forward makes sense. If it does, we'll take the next step today. If it doesn't, we'll close the loop cleanly."

Write yours:
_____

9. Install your new operating rule

Finish this sentence:

"From now on, proposals will always include _____."

Examples:
- a decision meeting
- commitment step
- clear timeline
- implementation plan

Write yours:
_____

10. Lock the system principle

Finish this sentence:

"Proposals don't close deals. _____ close deals."
Examples:
- decisions
- commitment
- clarity
- leadership

Write yours:
_____

Why This Matters:

Sending proposals feels productive, but decisions create revenue. When proposals are delivered without commitment structure, prospects drift. When proposals are delivered inside a commitment system, decisions happen naturally.
A proposal should be the final clarity step, not the start of follow-up purgatory.

If you want help installing a proposal system that produces decisions instead of delays:

https://square1grp.com/brainstormsession