

No-Surprise Proposal Test - Media

Eliminate Surprise Objections Before You Submit.

Every surprise you bury in your proposal increases the chance that there will be an objection you could have resolved in advance. Be wise and eliminate all potential surprises before you present your proposal.

The More Yes Answers you Can Get the Better:

You may not be able to wait to present your proposal until every possible question is answered, but if you can answer Yes to most or all the questions, you are more likely to close the deal.

1 Have you gotten clarity on their decision-making process and are you confident you have sufficiently involved the Decision-Maker and key Decision-Influencers? ☐ Y ☐ N

2 Have you and the prospect (or the client you are reselling) agreed on an assignment that is important enough to invest significant funds to address it? ☐ Y ☐ N

3 Is there a clear solution being offered that addresses the assignment? ☐ Y ☐ N

4 Have you discussed that solution in sufficient detail with the Decision-Maker and key Decision-Influencers to be certain they're very interested in it? ☐ Y ☐ N

5 Does the messaging have a clear Strategy (why buy) and a compelling Tactic (why now)? ☐ Y ☐ N

6 Have you discussed, in pretty specific terms, how much your proposed solution will cost, and are they open to investing that amount? ☐ Y ☐ N

7 Have you discussed the campaign dates and does that timing work for them? ☐ Y ☐ N

8 Have you included the most appropriate tools and resources to deliver on the desired business result? ☐ Y ☐ N

9 Are you clear on the response path the consumer will need to take and have you confirmed it is in place and will work? ☐ Y ☐ N

10 Have you discussed and agreed on the creative that will be used? ☐ Y ☐ N

- 11 Have you discussed and agreed on the traditional and digital ad scheduling plan? ☐ Y ☐ N
- 12 Have you agreed on 2-3 key ways they will measure the success of the campaign? ☐ Y ☐ N
- 13 Does the prospect understand what their tasks and responsibilities will be in the implementation of this proposal to derive ROI from it? ☐ Y ☐ N
- 14 Does your proposal clearly ask for a decision about the solution, plan, or campaign you are recommending? ☐ Y ☐ N
- 15 Have you checked for typos and other errors, and to be certain you haven't left out your name, the proposal date, and the expiration date? ☐ Y ☐ N

Are You Ready or Does Your Proposal Need More Work?

Were you able to answer yes to every one of these questions?

The more questions you are unable to answer with a Yes, the more likely your proposal will present surprises to the prospect and the less likely you'll be getting the order.



Based on your answers are you ready to submit this proposal, or would you be better off to keep working on the proposal, together with the prospect, before you hand it over?