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## I Have a Proposal for You... No More Proposals!

After several requests for a **Becoming Uncommon** column on selling skills, tips, ideas, etc. I'm granting that wish in this issue...

"Once upon a time there was a salesperson who did proposals..."

Heard this story before?

How many sales people do proposals?

How many proposals postpone decisions, give false hopes, create more work for the salesperson and the prospective buyer, and all in all cause extreme lack of results for all concerned?

Answer: Almost all of them.

Decisions don't normally occur through written proposals.

Writing is for the strategies and plans and projects we'll work on after the decision to go ahead has been made.

How to make the decision, isn't that the real question?

Discussions lead to decisions.

That's how things get done.

Discuss and decide. Think and execute.

Not discuss and delay and "go back and get this" and "find out that" and come back and propose. And "we'll get back to you." Blah, blah,

blah.

Break the status quo and make something happen.

If you know this is the common process, and it's common to ask for a proposal, why not craft a message or a story or a response that makes you different (uncommon) and makes your case for discussing and deciding NOW!

After all this is the NOW economy!

This is the marketplace where "you snooze, you lose" is offered as evidence and confirmation.

It really is the truth, he who hesitates is lost...

As I sit here in the heart of NASCAR country (Charlotte, NC), professional drivers know you can be on the right track...

And still get run over! Speed up.

Get Fast.

What's Fast?

Fast Company Magazine says "Fast is a state of mind..."

*If you're fast, you don't accept the status quo. You plan for your moment to shine and when it comes -- pow! -- run for daylight and don't look back. Being fast is taking on an impossible task and bit by bit making it work."*

Here's my case becoming FAST!

And for no more proposals. At least in writing.

And here's how I'd deliver it to a prospective buyer.

"Mr. Jones, can I ask you a personal question?"

"Are you married?"

Me too, 27 years now. Any chance you remember your marriage proposal?

At the risk of sounding a little foolish, any chance you proposed in writing?

No, neither did I. And I have to believe out of millions of wedding proposals,

most all were asked verbally and personally.

Questions, discussions, and then a decision."

"Funny isn't it. How a 'death do us part' commitment can happen with a verbal proposal yet when salespeople asked for a couple of orders it's this big written proposal ordeal."

Pomp, circumstance, drama.

Delay, avoid, forgotten....

"Why don't we try a couple of these orders and see where we should

go from there?" ...And they lived happily ever after.  
The end."

Work on your verbal proposal skills and you'll get more "engagements" and less requests for "pre-nuptial" written proposals.

*To Your Uncommon Success,*

Michael

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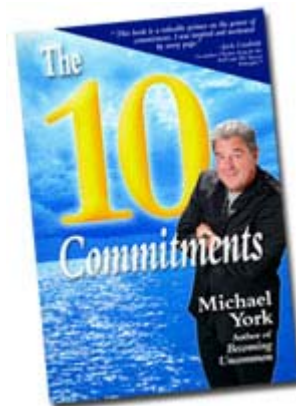
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- Michael

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## **BOOKS: What Michael's Reading**

[The Visionary's Handbook](#) by Jim Taylor and Watts Wacker

**Vision...the ability to look out into the future and see you or your organization doing something incredible!**

Vision is cool. And so are the leaders who embrace them and communicate them. This is a book for and about visionaries, as the name would imply. But these guys provoke thought and make sense of the paradoxes that are shaping our future NOW. This is not a new book (unless you haven't read it), but will certainly give you some new ideas. And it's priced to leave a little extra money in your "new books" budget. Michael

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Michael