

Discover How to **Close More** at
Higher Rates with Clients Like
AT&T, Legal Zoom and **Hitachi**.



Jason  Swenk



BERKSHIRE
HATHAWAY'S

15 **BIGGEST
STOCK
HOLDINGS**

WIN WIN
WIN WIN



**Do you know your
closing percentage?**





About me (Jason Swenk)

- Husband, Father of 2 boys (Luke & Chase)
- Agency Advisor



Host



<http://SmartAgencyMasterClass.com>

SOLAR VELOCITY®

SOLED



at&t



PORSCHE





“NBAT”

Need
Budget
Authority
Timing

CHANGE

the Conversation



“3i’s”

Issue

Impact

Importance

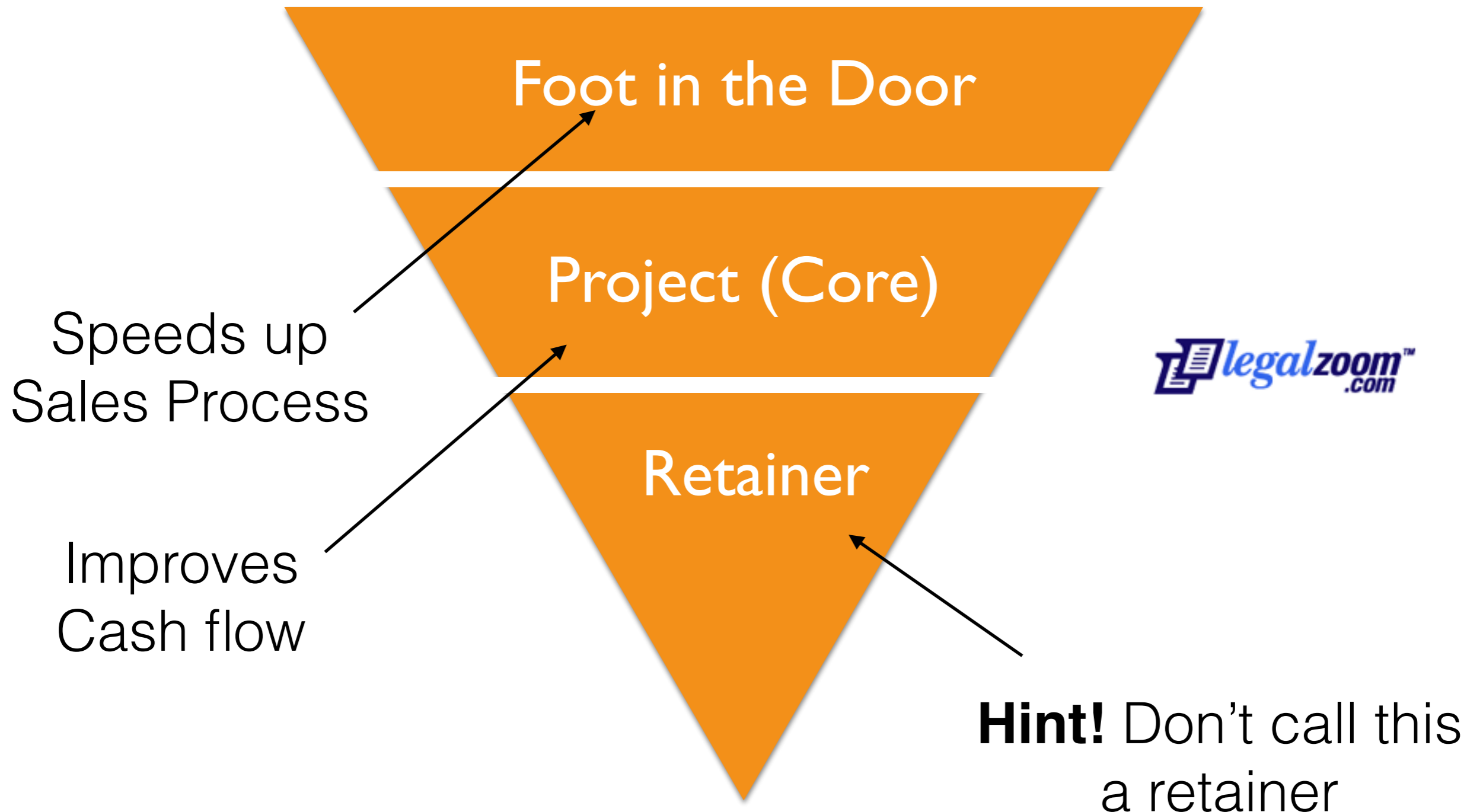
CHECKING IN?







Service Offering Funnel





<http://jasonswenk.com/4/>

“Proposals are similar to a phone #.
If you don't have the phone # in
the right order, you won't reach
anyone.”

@JSWENK

Tweetable :)



THE
PROPOSAL

**STOP Putting information about you
in the beginning of the proposal**

I 
ME

Executive Summary

The most **IMPORTANT** part of your proposal.

1. State two obvious facts that the client would know is true.
2. Restate what they want the most.
3. Describe why they want it. The big benefit.
4. Briefly define what they are going to get
5. Describe how it is going to work.
6. Explain to them that you have researched and you have the experience they are looking for.
7. Address any concerns.

Don't just summarize what's in the proposal!



Never just lob the proposal
over the fence!

If you want the other 5 important steps to closing more proposals...

<http://jasonswenk.com/proposal>



Next Up

How to Hire Agency Talent Using HubSpot & Inbound Marketing Methods

(Patrick Biddiscombe, New Breed Marketing)

In Benioff

Delivering More Client Value: A Walkthrough of HubSpot Integrations

(Dannie H., HubSpot)

In Angelou

Collaborative Compensation for Sales Reps

(Rick Kranz, OverGo Studio)

In Aristotle

Slideshare Integration Workshop

(Maggie Hibma, Matt Schnitt, Lauren Pedigo)

In Walske