Forty-one proposals, thirty-four ready the same day

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Six months · fictional document

> **Fictional document — demonstration example**
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> **Fictional document**, produced for demonstration. **The agent prepares the proposal for validation; the salesperson sets the price, grants the discount and signs.**

Outcome for the 41	Count	Delay
Ready to validate on the day of the verbal agreement	34	Same day
Corrected on lead time after a workshop escalation	5	48 h
Dropped	2	—

Cycle gain	Value
Average delay between verbal agreement and the proposal being ready, before	11 days

Cycle gain	Value
After	Same day

> **On a sales cycle, eleven days is how long a competitor needs to position itself.**

What a proposal built by the agent contains

Element	Source
Scope	The exchange with the customer
Price	Set by the salesperson
Lead time	Your real capacity, not the theoretical time
Terms	Your contract template
Signature	The salesperson

The price objection

Situation	What the agent does
The customer objects on price	Escalates the objection to the salesperson with the account history and the three comparable deals
The salesperson considers a discount	Puts the elements in front of him: volume, term commitment, payment on delivery

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