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One Chance to Impress

They say you get one chance to make a good first impression and if you're touting for business in this difficult financial climate you'd better make sure you get it right - first time.

JOHANNESBURG, SOUTH AFRICA, October 08, 2008 **/24-7PressRelease/** -- The first step is often a proposal and this is where some companies simply don't take enough care. They slap something full of big words together - generally thinking, the longer the better, and hope for the best. After all didn't they put in the proposal all that guff about how well they've done for previous clients and how their company is the biggest and the best! But how can you believe them? Have they shown any real evidence to prove their track record?

And let's face it most people simply turn to the budget first when you present the proposal - so how do you overcome this. Firstly always present the proposal in person - at a time when the client isn't flustered. AND before you hand over any written material talk them through the intro so they can't be put off by the budget before you start. Make them see that they're going to get value for money.

Then make sure you don't put in unnecessary information. People will have far more confidence in someone who's a) done their homework and really understand the client's needs and b) has really come up with positive offerings and solutions.

Award winning journalist and author Marion Scher has been one of South Africa's top freelance journalists for the last 21 years. Until 2008 she was Head of Journalism Studies at Damelin, Bramley and was an editorial trainer for the Magazine Publisher's Association. She runs courses both in the media and public relations industry as well as in the corporate field, tailoring courses to meet the client's needs. Her corporate clients include Unilever and Telkom.

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About Media Mentors

Media Mentors is involved in media training, consulting, writing, editing - in short anything to do with media and the written word.

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