

## PROPOSAL CHECKLIST

- Conceptual agreement reached previously:
  - Objectives: What business outcomes are to be achieved?
  - Measures: What indicators will demonstrate progress and fulfillment?
  - Value: What is the impact on the client organization of these objectives?
- All components completed:
  - Situation appraisal: What is the reason for the proposal in general?
  - Objectives.
  - Measures.
  - Value.
  - Timing: What are the anticipated launch and completion dates?
  - Methodology and options: What are the choices for implementation?
  - Joint accountabilities: Who is responsible for what?
  - Terms and conditions: What are the fees and how are they to be paid?
  - Acceptance: What options are desired and will you agree to these terms?
- Logistics completed:
  - FedEx two copies signed by you.
  - Establish in the cover letter your follow-up date to call client.