

# HOW CENTER STAGE IMPROVES PROPOSALS



How can you differentiate yourselves from your competition during a proposal process-and win business? With a killer presentation that demonstrates a vibrant loyalty and commitment to the client's needs that no written document can come close to achieving. Center Stage helps you bring to life how you can truly serve your client. Center Stage has helped many large corporations close enormous deals for new business based on presentations that swept the client off their feet; and it can help your company, too.

## EXAMPLE



Liberty Mutual Insurance used the Center Stage Star structure to create a proposal presentation for one of the largest bids for new business in the company's history. They won the bid and gained a 1600 times return on their original investment in the training, with only this one account. They directly attribute the Center Stage methodology to securing this major victory--as did the president of their client company, who said it was the best presentation he had ever experienced.

## CENTER STAGE TIP

If your proposal process does not include a proposal presentation, do your best to change this. If presentation proposals are not standard in your industry and you can't currently change this, you need to learn how to do the verbal proposal prior to submitting the written proposal. You may not call it a proposal presentation, but it will serve the same purpose.