

## Example #1

### Want to Close More Deals?

Dear ...

Does this describe your business situation: You have a profitable graphic design company with numerous clients and you want to increase your revenue but you aren't ready to take on more costs? You analyze the number of quotes your company creates a year and surprisingly you find out you are converting only 22% into revenue. Upon further analysis you find 40% of your designer's time is spent creating quotes. What if you could increase your quote conversion rate by 20% and also reduce the quote creation time? You can, by just improving a few key elements in your proposal template. Sounds simple right? Well that is exactly what these 2 graphic design companies thought.

Robert from Designs for Life had this to say.

*"Our company produces graphic designs for healthcare industry. It is very competitive. I was frustrated that we were spending a lot of time creating proposals for hospitals and healthcare professionals and losing to the competition. I decided to invest in my company by taking professional training on writing winning proposals. The "5 Keys of Success" I learned in the Baxter Design teleclass have really turned my company's win rate around. We've won 6 new contracts in just 2 months. It was so easy; I am surprised I couldn't see what I was missing. But I am certainly glad I took the training."*

Sally from Grande said:

*"45% of our time each month was spent writing proposals. That is a lot of time we don't get paid for unless we get the business. We decided our proposal writing had to be efficient and effective if we were to stay in business. The Baxter Design teleclass was absolutely the best decision we made. We reduced the amount of time we spend each month writing proposals by 30% and we are winning 22% more contracts. I'm actually going to hire more people."*

I am Ryan Baxter and I own Baxter Design. I struggled with not closing business, even with existing clients. I knew my designers produced great design work, better than most in the market, but I knew we had to close more business. After considerable brainstorming we decided to change our design template and began including 5 elements in every proposal. We saw our win rate increase overnight. And because we had a standard template we used for every quote, we saw overtime we actually spent less time creating each quote. I call the mandatory 5 elements the "5 Keys to Success". And I want to share them with you.

Please join us on Thursday, October 21, 2019 at 9:00 am for our 2 hour "Writing Winning Proposals" teleclass. The price of the teleclass is \$149 and you will:

- learn the "5 Keys to Success" that should be included in every proposal
- receive a recording of the teleclass
- receive an example of the winning proposal to use as your personal template

Just click on the link [BaxterDesignTeleclass](#) to register for the class. And we have a money back guarantee. If you are not able to write proposals that increase your win rate within 6 months, you get your money back.

Best Regards,

Ryan Baxter

PS: If you have any questions please do not hesitate go to [BaxterDesignTeleclass](#) and send me an email with your questions and I will respond promptly.

## Example #2

### The Commercial ACME Pro Can Opener Will Put a Smile on Your Face

Picture your restaurant kitchen, its 7:00 PM on Friday night, its buzzing with cooks preparing food, sauces, and desserts and you have a full reservation schedule for tonight. There is no time for accidents or incidents in the kitchen. And boom there it is, the Health Department inspector just walked in. No sweat, you have an ACME Pro electric can opener!

- ACME Pro's safety feature of dulling the metal edges puts a big smile on the inspector's face because with fewer injuries the inspector knows your kitchen is more sanitary.
- ACME Pro's cordless and small design gives you 100% flexibility to use it anywhere you want in your kitchen, even near water because it is also water resistant.
- ACME Pro's durable stainless steel construction will withstand a five foot drop onto your hard tile floors and not be damaged, saving you money with less expense of replacing can openers.

Now YOU have a smile on your face, an A on your kitchen inspection, and the peace of mind knowing there are less injuries, downtime, and medical claims in your kitchen. Yes, its a good night in your kitchen thanks to ACME Pro.

If you own a commercial kitchen and would like to know more about the features of the ACME Pro can opener that will save you money, please contact us at 800-320-1100 or [www.acmepro.com](http://www.acmepro.com).

Sincerely,

Jack Howell  
Regional Sales Manager