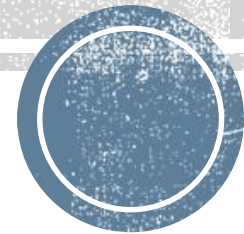


Business English

Introduction

Professor: BENALI Sara

Term: FALL 2019



Université Internationale
de Casablanca

LAUREATE INTERNATIONAL UNIVERSITIES

SELF INTRODUCTION



COURSE EXPECTATIONS

- Throughout this course, you will :
 - Fluently discuss different business-related topics.
 - Enhance your conversation skills
 - Develop communication and presentation skills
 - Gain confidence and manage your stress
 - Be able to put ideas into a proper conversation
 - Develop your writing skills
 - Learn how to develop a business proposal



What is a Business Proposal ?

A business proposal is a written document sent to a prospective client in order to obtain a specific job.

Proposals may be solicited or unsolicited.



Elements of a Business Proposal

Think of these as the roof, walls, and foundation of your business proposal:

1. **Information about your company:** Who are you, what are your qualifications, and why would a potential client pick you over your competitors?
2. **Demonstrated knowledge of the problem:** Show that you've listened and done your research. You know what the client needs.
3. **Pricing and methodology:** How exactly are you going to solve the client's problem, and how much is it going to cost?

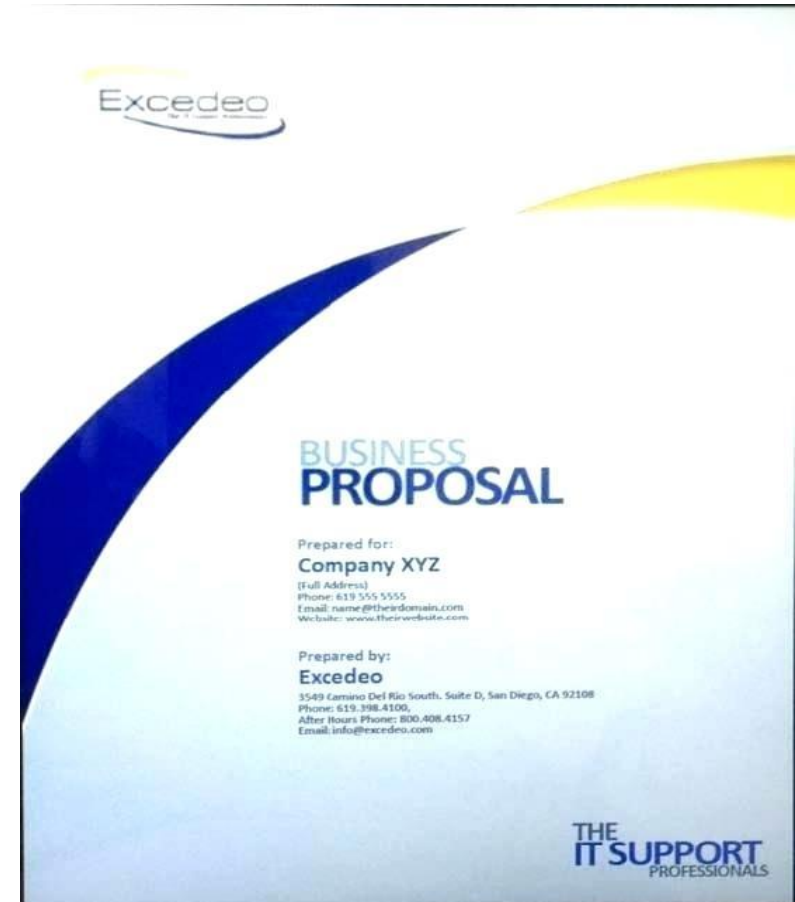


10 Steps towards a successful Business Proposal



Step 1. Title page

This includes basic information, like your company's name and contact information, your company logo, your client's name and contact information, the date, and a title. It makes the proposal look neat, organized, and well put together.



Step 2. A cover letter

You wouldn't walk up to your potential client and dive into project specifics without introducing yourself, would you?

A cover letter is that introduction. Include a one-liner about your company, brief background information about how your company came to be, and a short overview of what makes your company better than the rest.

Make it friendly and encourage your reader to reach out with any questions. Close it with a thank you and a signature.



Step 3. Table of contents

Unless your proposal is very, very brief, include a table of contents in outline form. It helps the reader know what they can expect to find in the document. And by sending it electronically, you can create a clickable table of contents, so that your potential client can easily revisit sections without having to navigate through multiple pages.



1. COVER LETTER

2. EXECUTIVE SUMMARY

Creating Engaging Social Content
Posting Company Related Updates
Integrate Social Media Activity into
Other Marketing Plans
Promotions and Social Campaigns
Sustained Monitoring
Analytics

3. ASSESSMENT

4. IMPLEMENTATION

5. GOALS AND OUTLOOK

6. TEAM

7. BILLING AND SCHEDULING

8. TERMS AND AGREEMENT

9. ACCEPTANCE



Step 4. Executive summary

Essentially, it sets the scene for the proposal — why are you sending it, and why does the client want to read it? Tie mentions of your company's offerings to your client's problems to make it more relevant and engaging.



This proposal outlines a coordinated plan crafted with the intent of building John's Real Estate social media presence, primarily including Facebook, Instagram, YouTube, Vine, and Twitter.

By engaging an audience through social media channels, our team will demonstrate the ability to generate awareness, widen your company's potential reach within your target market, and contribute to driving more website traffic, which will ultimately result in top line growth.

Our clients are primarily realtors in the greater Chicago area looking to reach new clients through social media marketing.



Step 5. Proposal

This section outlines the solution that you're suggesting. Describe the anticipated outcome of the project and general timeframe. Also, address the client's needs and let them know you're the one for the job.



Step 6. Services/methodology

The proposal section is a general overview of the custom-made solution your company has devised for the potential client, and this section gets into the specifics. Anticipate their questions, and take them through the process so they know what they're signing on for when they hire you.

Describe exactly what deliverables they can expect, and when they can expect them. A timetable that pairs deliverables with their expected date makes your document more visually appealing, and makes this information more digestible.



We will analyze your results and deliver your campaign on the first of the month. If the first of the month is a weekend or holiday, we will resume the following business day.

DAILY	WEEKLY	MONTHLY
Respond to user comments, questions, reactions	10 tweets, Twitter	Analytics reports
Share relevant industry content through multiple platforms	5 posts, Facebook	Team meeting, brainstorm, adjustments
Monitoring, analytics	5 photo shares, Instagram	
	1-2 video shares YouTube, Vine	
	1-2 original blog posts	



Step 7. About us

You said hello with the cover letter, but the about us section is where you get to really show off what makes your company the best in the biz. Make it feel like your potential client is getting to know your organization by including brief bios and photos of the people they'll be working with. Include information about your past successes, awards, and social proof in the form of client testimonials or short case studies.



One of the first things you'll notice about Jump Social Media Marketing is the public recognition we've received for our work. We won Chicago's Best Social Media Agency for Small Businesses three years in a row now, and have been recognized by the National Association of Realtors. We also took Chicago Real Estate Solutions' Facebook followers from 0 to 5,000 in six months and secured 25 leads, with 10% converting into sales.



Step 8. Pricing

This is the section where specifics are key. Create a pricing table that clearly identifies each product or service, and pair it with the most accurate pricing information you can provide — you don't want to overestimate the cost and scare your potential client off with an estimate that's too high, but you also don't want to underestimate the cost and set your client up for unexpected pricing issues down the line.

Responsive pricing tables let potential clients check off services that they think they need, and calculate the total cost for them so that neither of you have to worry about errors when number crunching.



SERVICE	PRICE	AMOUNT
Content creation, posting	\$1,500.00	1
Monitoring, engagement	\$2,000.0	1
Reporting, analytics	\$2,000.0	1
SUBTOTAL		\$5,500.0
Tax 1 (7.5%)		\$412.50
TOTAL		\$5,912.50



Step 9. Terms and conditions

This is where you specify the duration of the agreement, reiterate the overall timetable for completion, specify payment dates and types, when and how the proposal can be amended, etc. Essentially, it's an overview of what you and the client are promising by agreeing to the proposal. This section will likely be standard among most of the proposals your company sends, so store it in a content library to simplify the process of dropping it into your future templates.



Project timeline

Start date: 8-1-17

Completion date: 2-1-17

Total Payment Due: \$5,912.50

Payments accepted: Check, credit card, line of credit

\$1,970.00 due upon signing of this contract, which includes custom order material costs

\$1,970.00 due 11-1-17 (midway through project)

\$1,972.50 due 2-1-17 (upon completion of project)

Prior to a contractual agreement, elements of this proposal may be amended upon collaboration with the client, John Smith of John's Real Estate, at the discretion of Jump Social Media Marketing.





Step 10. Agreement and CTA

This is where the “by signing below you agree to” lingo comes in. What exactly does your potential client’s signature on this document mean? You can also include a friendly prompt, somewhat similar to what you included at the end of your cover letter (think language like “feel free to contact us with any questions and we look forward to working with you”). Add your signature boxes, and you’re done!



Your signature below indicates acceptance of this social media marketing proposal and entrance into a contractual agreement with Jump Social Media Marketing beginning on the signature date below:

[Client.FirstName] [Client.LastName] of [Client.Company]	[Sender.FirstName] [Sender.LastName] of [Sender.Company]
<p>Date: <input type="text" value="Date"/></p> <p> SIGNATURE</p> <hr/>	<p>Date: <input type="text" value="Date"/></p> <p> SIGNATURE</p> <hr/>



Graded Assignment

Imagine that Decathlon wants to create a software that identifies the clients' need and create suggestions based on that need. The company is outsourcing the development of the software to an IT company specialized in software development. You need to be chosen among 13 other competitors.

Write a Business Proposal following all the steps we have studied in class. Try to differentiate yourself from the others.

- Choose a name for your company
- Your business proposal should be at least 8 pages long
- Type your proposal and hand me a hard copy on the last session of this course

The submission date is the last day of class. You will have to present your business proposal to your classmates

