

## Landing Page Copy: Coaching Product Sales Page

Copy for a proposal development sales page, written to be provided to a web designer.



**Breadcrumbs:** *Mindwalk.com (Home) > Services > Coaching > Pump Up Your Proposals*

**H2:** **Pump Up Your Proposals: Expert Coaching from Mindwalk**

**Headline:** Tweak your pitches to win more (and better) clients. We can help.

**Body:**

If you're like many design firms who come to Mindwalk for proposal help, your sales weak spots are mysterious:

- Your creative tests well, and you've got great social proof... but your prospect doesn't buy.
- You're losing out to pricier competitors, even if they can't match your expertise or value-add.
- And, although labor-intensive, your pitches are on time and on target. (So, why aren't they landing?)

*"How," you're probably wondering, "can we rise above the noise and deliver proposals that pack a punch?"*

Mindwalk's "Pump Up Your Proposals" coaching can help you identify what's working against you and fix the issues before your very next RFP response goes out the door ... netting you a greater return on the time and money you invest in your sales teams.

Our clients tell us that "Pump Up" has boosted their win rates by an average of 32%, giving them the confidence to raise their engagements' total contract values by almost as much (27%, on average).

**H3:** What's Included?

Investing \$3,500 in coaching is, we understand, no small thing. But for 32% more confidence that you'll hit your revenue goals this year, we think you'll agree it's worthwhile. For that investment, you'll receive:

- **A half-day of coaching** with one of our expert proposal consultants, in person and in your office
- **Over-the-shoulder help with your template**, creating a new one or modifying your existing one. Your Mindwalk coach will give you ...
- **Help in applying proven best practices** to entice and persuade your ideal prospects, and close the sale

- **Our proprietary proposal checklist**, licensed for your exclusive use, to Pump Up your future proposals
- **Follow-up critique** of a proposal you create using our process, including a Recommendations Report and phone conversation with your proposal consultant at no extra cost. It's redeemable within six months of completing your coaching session.

We firmly believe, and our clients have told us, that applying what you'll learn in Mindwalk's "Pump Up Your Proposals" program will net you a 100% return on that \$3,500 within 90 days of your half-day coaching session. But to get even more value from that up-front investment, act quickly (see below).

### H3: Start Today, Save Even More

If you decide to Pump Up Your Proposals with Mindwalk before April 30, take an additional 15% discount on your Pump Up package fee.

- Use discount code APRILPUP if purchasing on our website, or
- Mention the code to our sales team when you call.

*Note: The bonus is available to new customers only and cannot be combined with volume or other discounts.*

#### Don't Take Our Word For It

We know "Pump Up" will help your bottom line. But so does this recent coaching client:

"Pumping up our proposals was the best money we've ever spent. The new template we designed with our Mindwalk coach helped us win five new projects at a contract value 40% higher than we'd have asked for before. We probably would not have won this work otherwise."

- Diane,  
VP of Marketing and Creative

#### CTA button:

Schedule your free 30-minute  
discovery call

### CTA/Close:

Mindwalk's proposal consultants are waiting to learn from you about your business's specific sales challenges, and to help you smash your revenue goals by Pumping Up your future proposals.

Don't wait: schedule your free 30-minute discovery conversation today.

#### CTA button:

Schedule your free 30-minute discovery call