**Proactive Proposal Cover Letter**

As a complement to the Reactive Proposal Cover Letter, this is an example for a proactive or unsolicited proposal. It too follows the recommended A-I-D-A (Attention-Interest-Desire-Action) structure that we discuss in chapter 9 of *Writing Bids and Proposals for Dummies*.

The main differences between the two versions are as follows:

* The Attention paragraph should be even more thought-provoking than in the reactive version because you are working in a less formal context. Usually, you or your sales rep has discovered the customer’s problem and developed a solution on your own, with limited involvement by the customer. The customer may not even fully understand the need at this point. Your job in the opening paragraph is to rekindle the spark that prompted the customer to agree to consider a proactive proposal. Describing the consequences of the problem or quoting an authority on it are two techniques you might consider.
* In the Interest paragraph, instead of identifying the RFP, you should establish the context by alluding to a prior conversation over the problem and the proposal opportunity. Here you should clearly express that you have created a comprehensive solution for the problem, which your proposal defines.
* As it does in the reactive model, the Demand / Desire paragraph should highlight your value proposition and your solution’s key benefits. If your price is a positive, express it. If it’s not, quantify the value that the customer will receive from its investment.
* The Action paragraph should express a clear action on your part so you can take the engagement to the next step. Rarely will the proposal sell the customer on its own. You want to set up a meeting, preferably with the key decision maker and his or her key influencers, to finalize the solution and start working on the contract. Make it easy for your customer to contact you and launch this next step of the sales process.

T: (555) 274-3100

E: van.evans@geste.com

Van Evans

GESTE COMMUNICATIONS

6100 W Parkway

Houston, TX 77122

June 3, 2016

Ms. Jacqueline Wilson

Director of Information Systems

Brilliant Stores International

33 South 28th St.

Houston, Texas 77077

Dear Ms. Wilson:

“What Brilliant Stores does and how well we do it depends on data—data that we send, receive, and manage to sustain our enterprise.”

These are the words you used as we left your office last week, and they cemented in our heads your need for a broad, fast, and trouble-free data network. So we spent the following days working with our certified network engineers to create an enterprise-wide network design and infrastructure that delivers to your specifications.

* **Your network must be broad.** Our design reaches all your retail locations across three states and four countries, and connects them with each other and with your data center and headquarters hubs in Houston.
* **Your network must be fast.** Your stores will process transactions and manage inventory at minimal speeds of 100 Mbps.
* **Your network must be always-on.** Your omni-channel experience requires 99.999 percent up-time and round-the-clock accessibility for your customers to your website, your stores, and your partner channels. Our solution delivers all this, plus redundancy at every potential point of failure to ensure the network continues to work, no matter what.

Our solution meets all your requirements and does so at terms that we think will please you. Today your network, with its limited reach, responsiveness, and reliability, costs you well over $50,000 per year. The new network will outperform your current network in every way and do so for less than you’re paying now.

After you review our proposal, call me at (555) 274-3100 or email me at [van.evans@geste.com](mailto:van.evans@geste.com) so we can continue our discussion and answer all of your team’s questions. We’re ready to implement our solution for Brilliant Stores as soon as you give us the go-ahead.

Sincerely,

Van Evans

Sr. Sales Associate