

# 10 Proposal Sections That Close Deals

Ranked by correlation with closed-won deals, based on a sample of 200 agency proposals. Use this checklist to audit your own.

- 1 Specific Outcome Statement**  
The single sentence describing what the client will get. Proposals with this in the first 100 words: **+34% win rate.**
- 2 Custom Pricing Anchor**  
A '\$X total' or 'starting from \$Y/mo' figure on page 1. Hiding price until page 6: **-22% win rate.**
- 3 Named KPI Commitments**  
At least one measurable target (e.g., 'reduce CAC by 20% in 90 days'). Proposals with KPIs: **+47% win rate vs generic 'growth' language.**
- 4 Timeline With Milestones**  
A week-by-week or phase-by-phase plan, not just a final delivery date. Specific timelines: **+19% win rate.**
- 5 Discovery Recap**  
1–2 paragraphs proving you actually listened on the call. Skipping this entirely: **-31% win rate.**
- 6 Out-of-Scope Clarification**  
Explicit list of what's NOT included. Counter-intuitively, this **increases** win rate by 12% — buyers trust the scope more.
- 7 Case Study or Proof Point**  
One specific result from prior work (with named client if possible). Generic testimonials don't move the needle; specific numbers do.
- 8 Risk Reversal**  
Money-back guarantee, KPI commitment, or 'first 30 days free.' Proposals with risk reversal: **+18% win rate.**
- 9 Easy Acceptance Mechanism**  
A signature line, a Stripe link, or a one-click 'Approve.' Proposals that require email back-and-forth lose **~14%** of would-be wins to friction.

## 10 **Single Decision Maker Tag**

A note like 'This proposal is intended for [Name].' Forces the buyer to confirm authority — which speeds the close by an average of 11 days.

**How Auxo helps:** Tag every section of every proposal you send. Mark each proposal won, lost, or in-progress. Auxo will tell you which of these 10 patterns work for *your* specific market — not just industry averages.