



**Make
them
an offer
they can't
refuse**

Do your clients have a problem with **commitment?**

Your clients are bombarded by proposals every day. You need to make it obvious that you are the one with the qualities they want. McKinnon-Mulherin helps companies look good—so good that our proposals have won millions of dollars in business for our clients. Let us draw on our experience to help you write proposals that convince your clients to commit.

Reinvent the spiel

When you fall back on the same old lines or depend on good-looking documents alone to win bids, clients won't be compelled to accept your proposal. You need to make your clients feel special with proposals that convey a true understanding of their needs and offer an irresistible solution.

We can help you win business and meet your deadlines with well-written proposals. Our proven approach includes up-front analysis, careful planning, and information gathering. Whether you are writing unsolicited proposals or responding to RFPs, McKinnon-Mulherin's information designers can work with your team to complete any step of the proposal process:

- Build a winning strategy
- Understand your client's needs
- Identify areas where you can win
- List and assess your competition's strengths and weaknesses
- Prototype, write, and edit proposals
- Design graphics
- Produce winning documents

Create proposals that mean business

McKinnon-Mulherin can write, edit, and produce client-focused proposals that secure business. Our proposal solutions free up your salespeople and help you prepare for future bids:

- A web-based proposal center
- A database of compelling content that includes specific product and service information, success stories, and graphics that can be easily updated
- Data collection tools that help you pinpoint each client's needs and create a proposal strategy
- Proposal templates, standards, and style guides that save time and strengthen your corporate image

**McKinnon
Mulherin**

Strategic
Communication

Information
Design