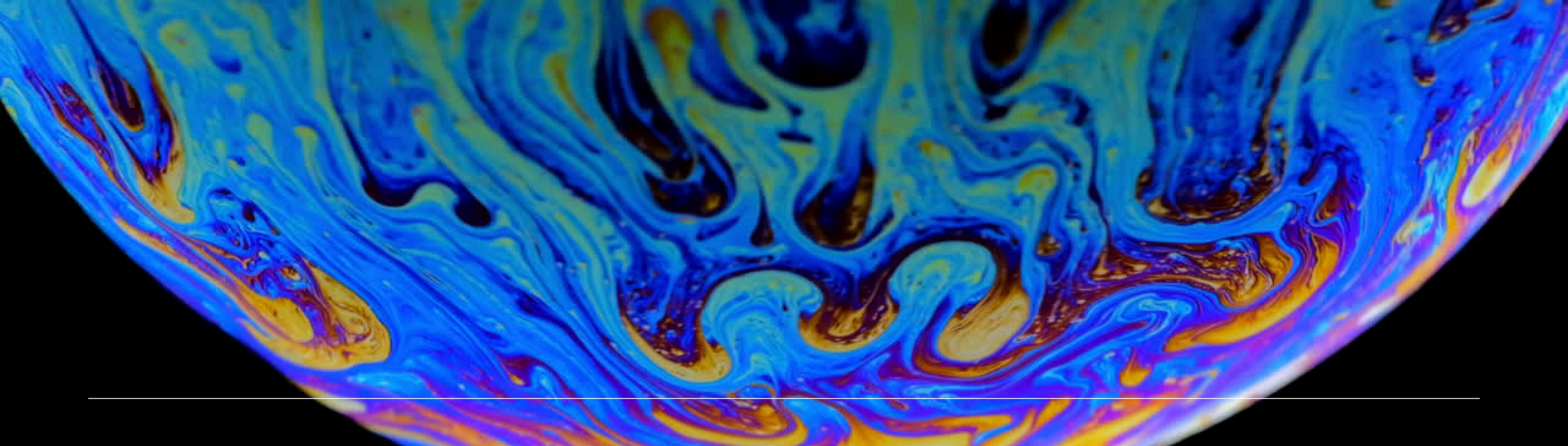
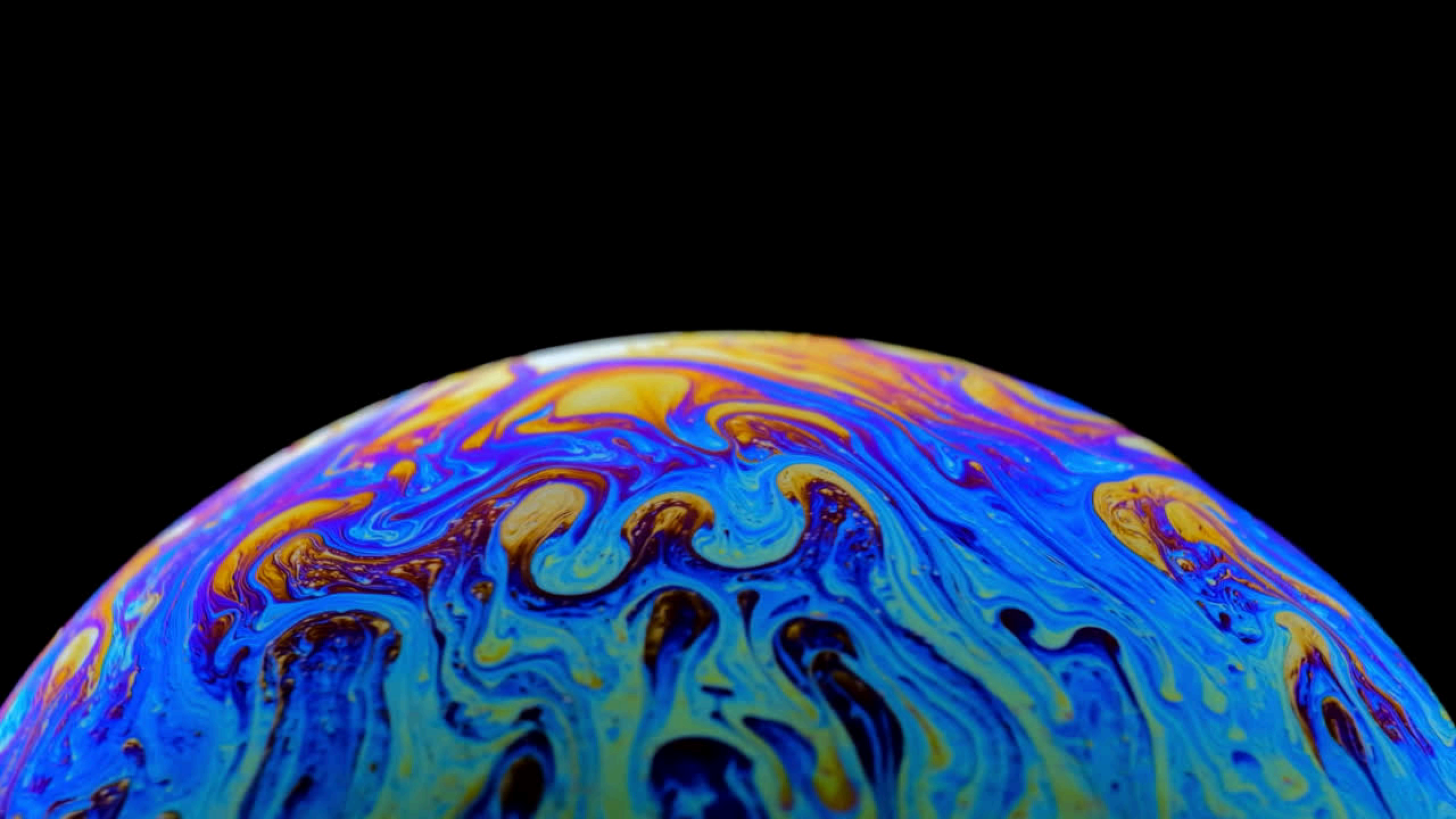


MODULE

The Three D's: Fewer Proposals, More Projects



In this module.

An Exciting Opportunity? [01]

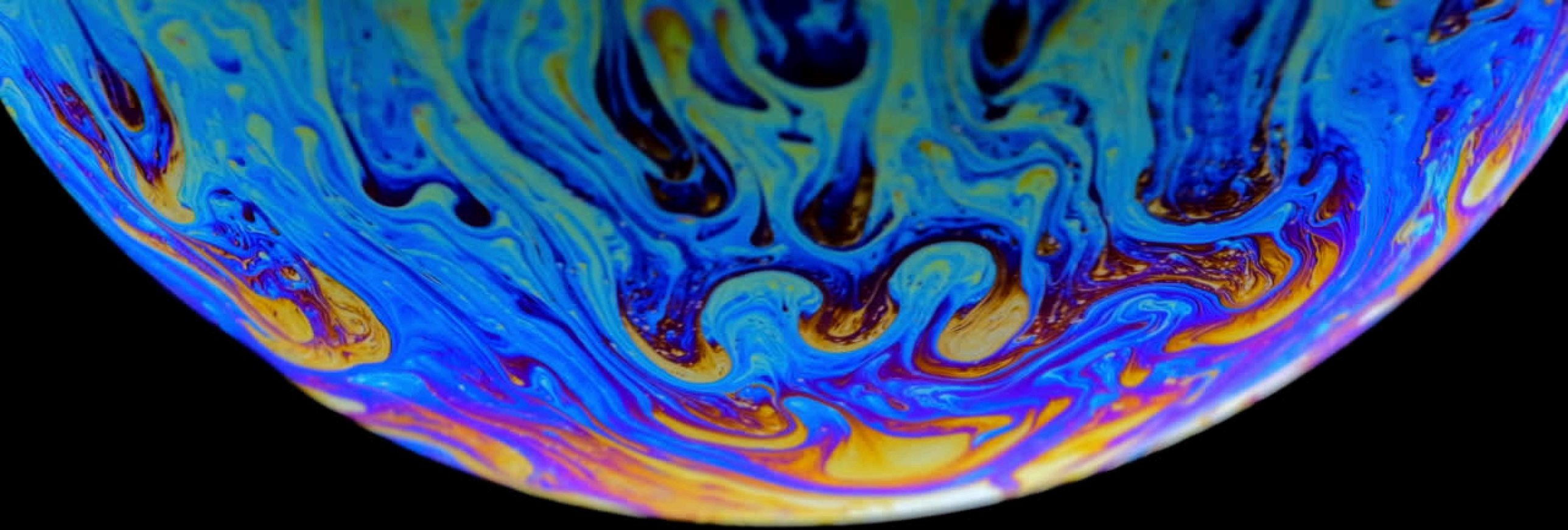
Step Into the Expert Mindset [02]

Qualify the Client [03]

Qualify the Project: The Three D’s [04]

Keep It Verbal [05]

Be More Expert [06]



01 An Exciting Opportunity?

“Hello! I’d like to talk to you about a project…”

YOUR NEW CLIENT



The 12 Regrettable Steps

[01] Excitement.

[02] Educate the prospect.

[03] Guess their budget.

[04] Submit a proposal.

[05] Prospect goes silent. You wait. They resurface.

[06] Educate them more.

[07] Realize: not a good fit!

[08] Try to salvage the opportunity.

[09] Reluctantly accept the assignment which hardly resembles the original ask.

[10] Resent the client, budget, and resulting uninspired project.

[11] Send the receivable to collections.

[12] Regret.

The 12 Regrettable Steps

[01] **Excitement.**

[02] Educate the prospect.

[03] Guess their budget.

[04] Submit a proposal.

[05] Prospect goes silent. You wait. They resurface.

[06] Educate them more.

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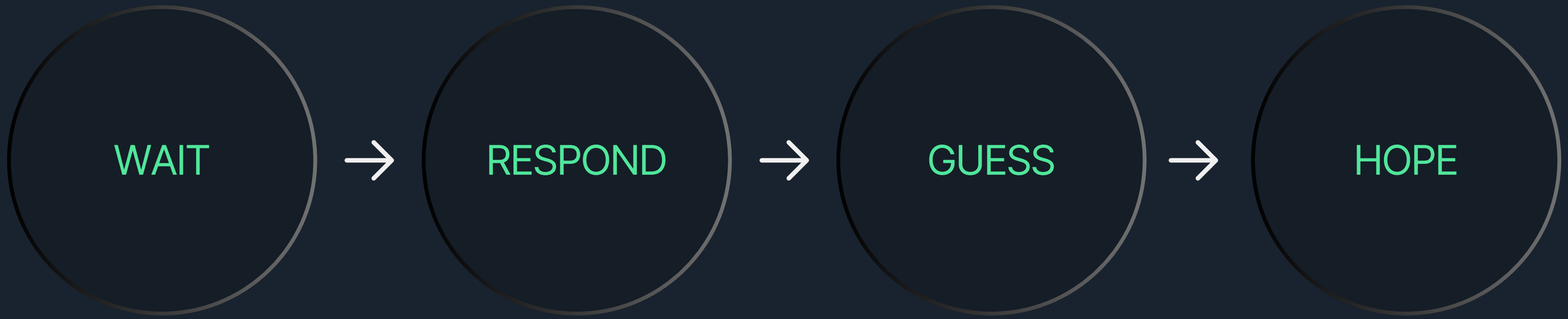
[09] Reluctantly accept the assignment which hardly resembles the original ask.

[10] Resent the client, budget, and resulting uninspired project.

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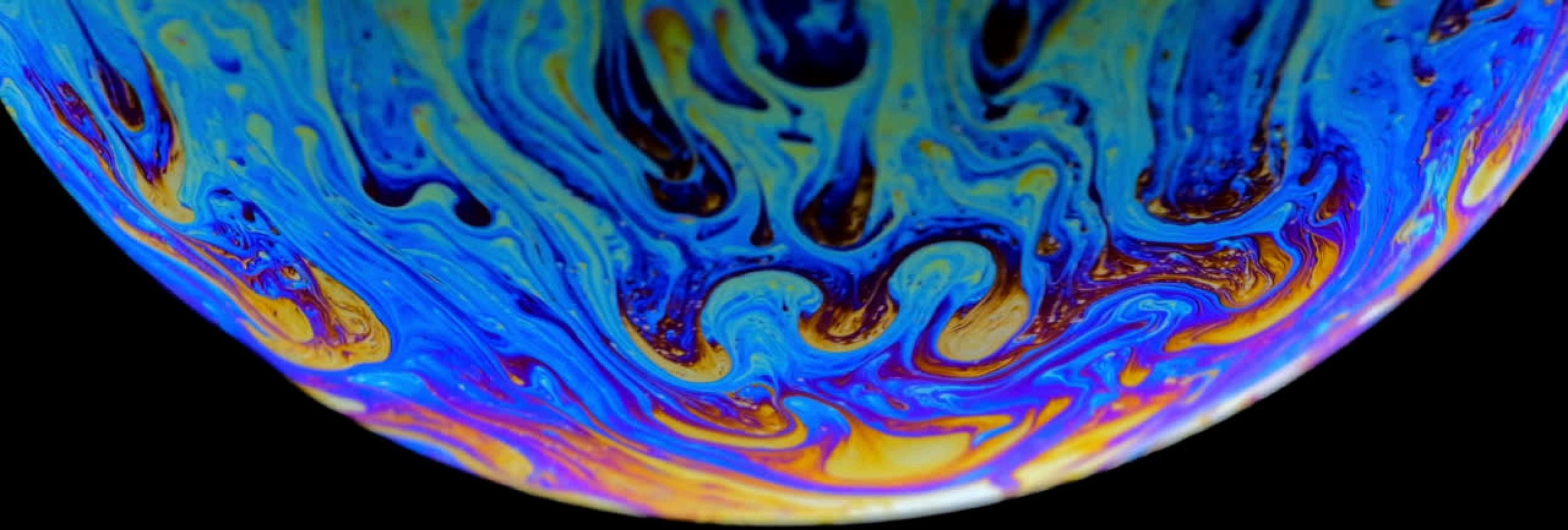
[12] **Regret.**

Order-Taker Reacting



Expert Leading

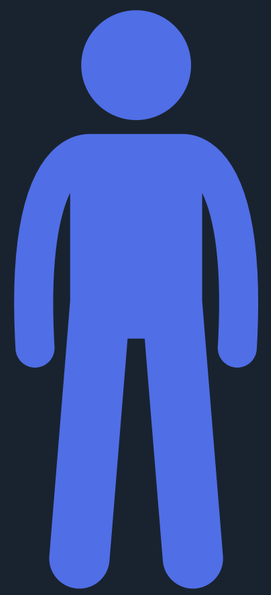




02 Step Into the Expert Mindset

Mindset

Order-Taker / Patron Relationship



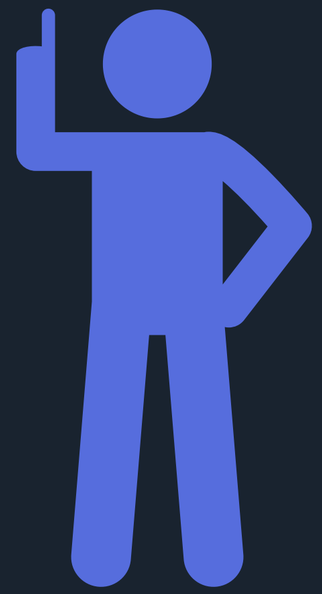
YOU



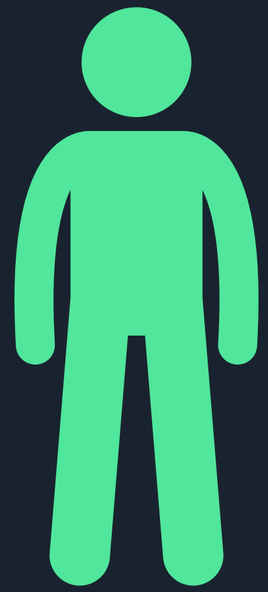
THE CLIENT

Mindset

Doctor / Patient Relationship



YOU

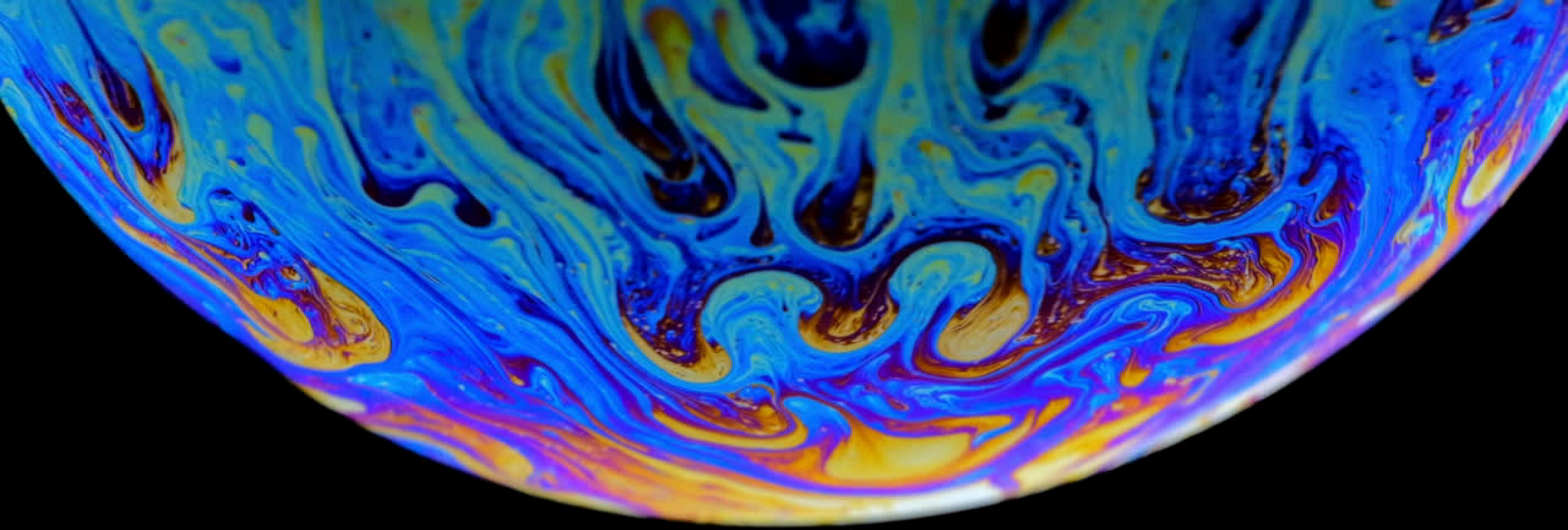


THE CLIENT

Homework:

Read “The Taxi” by Jonathan Stark





03 Qualify the Client

Take _____ of the conversation.

Qualify the Client

How did you hear about us...

Tell me about your company...

Have you worked with a studio like ours before...

Have you done this type of project before...

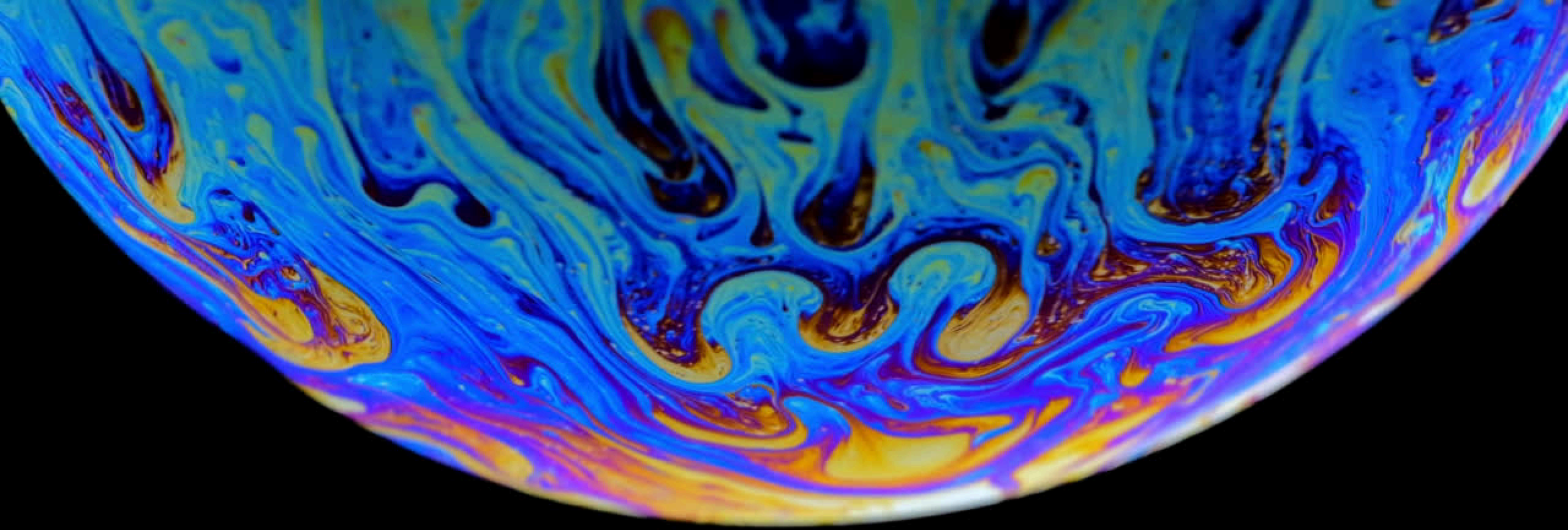
“Let’s come back to those questions. But first, help me understand…”



ESTABLISH YOURSELF
AS THE EXPERT GUIDE

“Here is what we find works best…”

1. DESCRIBE YOUR PROCESS
2. GET THEIR PERMISSION
3. LEAD



04 Qualify the Project: The Three D's

Deadline	Dollars (Budget)
Decision Maker	

QUALIFY THE PROJECT

The Three D’s

If any D’s are missing...



QUALIFY THE PROJECT

The Three D's

It is not a _____. Yet.



QUALIFY THE PROJECT

The Shift

"Why do you feel we might be the right fit for this project?"



“It looks like your studio works with a lot of big brands...”

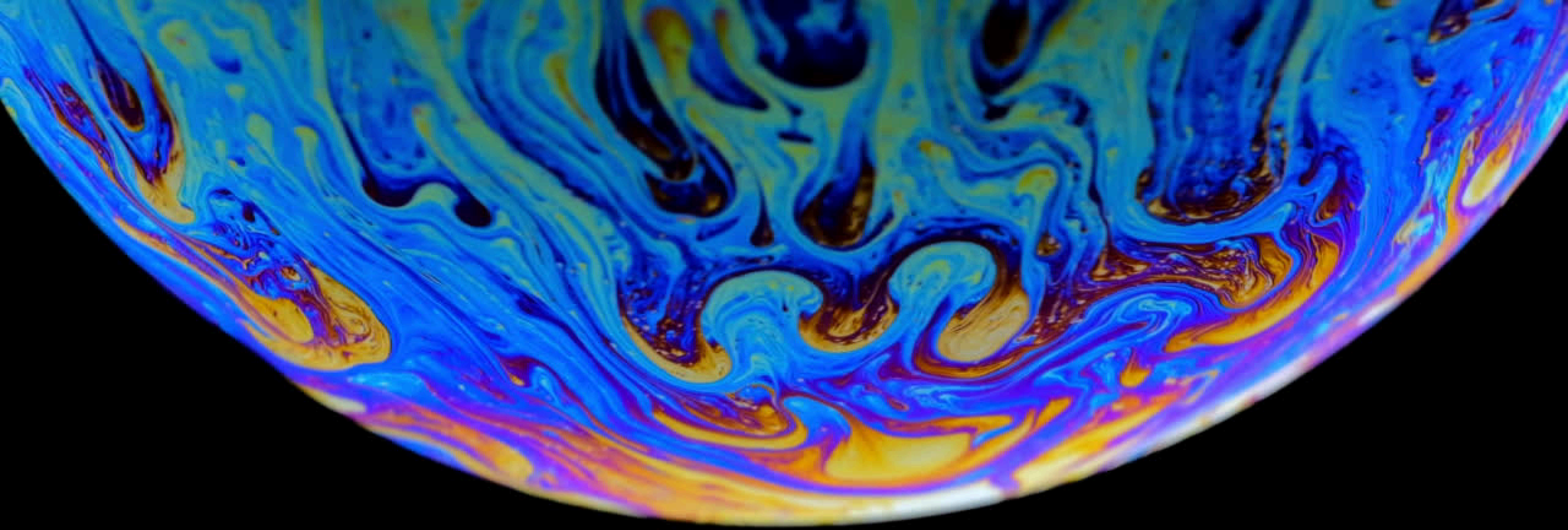
“My friend said he loved working with your talented team...”

“We noticed that your studio has won a lot of prestigious awards...”

Listen closely: how is your studio

_____ in their mind?

Now the sales conversation can continue.



05 Keep It Verbal

Your proposal is not a document.

“Proposals” are where potential projects go to die.

MASTER YOUR FEAR

Keep the conversation verbal as long as possible.

Your job: confirm you are aligned.
Only then do you send a document.



(laughing): “We’re not in the business of writing proposals.”

YOU “THE EXPERT”

HOMEWORK

Your Mindset

Discard your old
order-taker mindset.
Replace it with your new
_____ mindset.

HOMEWORK

Script & Rehearse

[1] **Qualify the client**

[2] **Qualify the project: The Three D's**

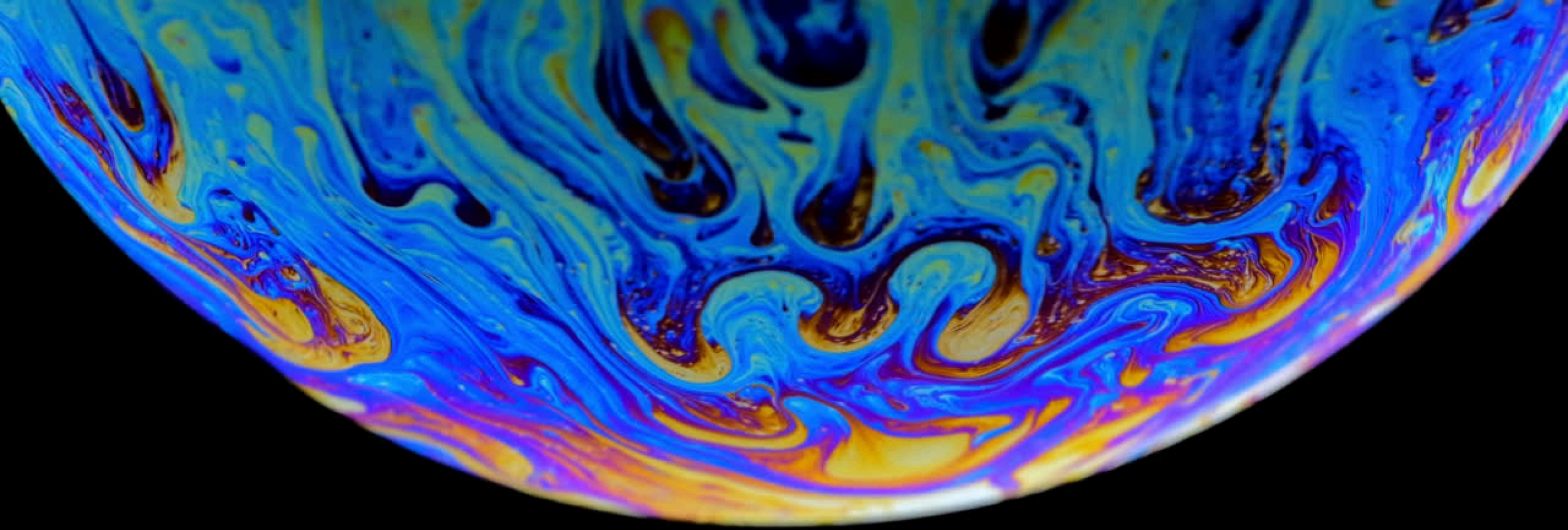
[3] **Ask The Shift**

[4] **Confirm all Three D's before sending a proposal document**

THE THREE D’S:
FEWER PROPOSALS,
MORE PROJECTS

Worksheet.





06 Be More Expert



Order-takers guess.
Experts diagnose.

HOW TO ELICIT

The Three D's

YOU: "Let's think worst-case: if this project isn't done by (date), we will be in big trouble."

YOU: "And if you don't hit that deadline, what will happen?"



HOW TO ELICIT

The Three D's

YOU: "Can you give me a budget range?"

YOU: "What number are you hoping to hit?"

YOU: "Let me meet with my team, then I will get back to you with some options."



HOW TO ELICIT

The Three D's

YOU: "So to award this project, there is no one else who needs to weigh in or approve your decision?"

YOU: "What impact will this project have on your business, in terms of...?"

YOU: "If we could exceed your business goals for this project, would that be of interest?"



The One Page Proposal.

PROPOSAL: ACME "PRODUCT LAUNCH"

January 1, 2019

XYZ Studio
12345 Address St.
Somecity, CA 12345
+1 (123) 456-7890

01. SUMMARY
XYZ Studio will serve as creative agency for Acme's project "Product Launch." Activities include creative direction, project management, live action production, director, motion design, editorial, VFX, and/or finishing.

02. CLIENT
John Doe, Creative Director at Acme

03. DELIVERABLES
1 x :30 Product Launch Video
1 x :30 Product Launch Video, Spanish version
5 x :10 Product Launch cutdowns for social media

04. DEADLINE
January 31, 2019

05. COST
Option 1: "Armageddon"
Multi-camera live action, celebrity talent, multiple actors, extras, on location, VFX, custom score. USD $275,000.

Option 2: "Interrogation"
One camera, principal talent, extras, soundstage, voiceover-drive (M.O.S.), customized library track. USD $190,000.

Option 3: "Timeline"
Tabletop shoot on insert stage, motion design, editorial-driven, library music track. USD $100,00.

06. TERMS
- To commence production, first 50% of selected Option will be invoiced (due upon receipt) on Award Date.
- Remaining 50% of selected Option will be invoiced (net 30 days) upon project completion or one day after Deadline, whichever comes first.
- By accepting this proposal, you agree to Studio XYZ's Terms & Conditions.
- Refer to Project Schedule for a breakdown of time and resources contained within this proposal. Any additional time or resources beyond the scope of this proposal will require a change order approved in writing by Client.

recap.

An Exciting Opportunity? [01]

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