Proposal generation just became easier, faster and cheaper.

ProposalProse ™
P: 212-420-0100
www.proposalprose.com

Deliver your brand aligned message in multiple mediums

ProposalProse is an online application that allows you to generate targeted proposals easily and quickly. ProposalProse does this by giving you access to all of your previous proposal content through our point and click interface. You can literally assemble all relevant content in response to an RFP in minutes. With the foundation of your proposal consolidated and ready for final review and editing, your team now has ample time to focus on strategy and hone the final content that will turn your prospect into a new client. **No graphics team needed.** Once done writing—you're proposal has already been designed. ProposalProse is delivered fully customized to meet your brand and graphic guidelines as you type.

Deliver your proposal in virtually ANY layout format as PDF or Website

PDF!

Website

Export your proposal with LIMITED formatting in Word

Word

Easily Add: Photos
Easly add photos of team members to bios and images of chart and tables.

Website Features

Easily Add: Movies
Add movies of your team members.

Easily Add: Animations
Add animated charts and graphs.
Imported animated charts and graphs can be completey interactive.

Library

Custom brand aligned image library
All of your pre-selected brand aligned images and head shots can be stored in ProposalProse—ready for immediate use.
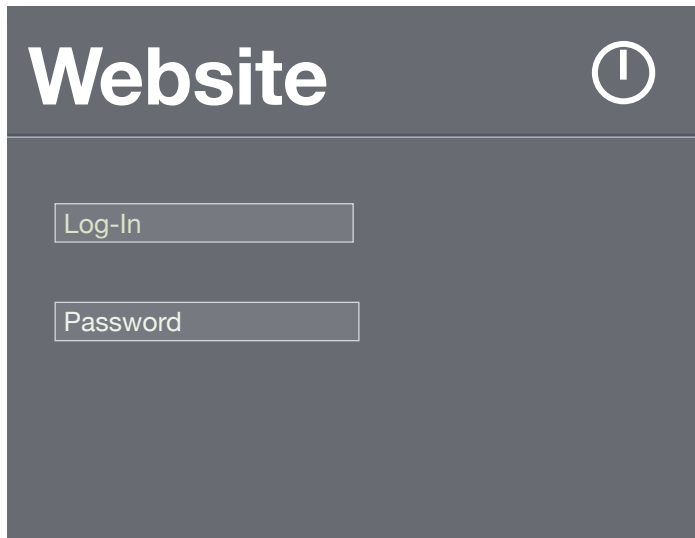
Export into one column Word format

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Send your prospect a printed, on-line proposal or both

Website

Log-In

Password

Website
Send your proposal as a password protected Website.

Why wait?
Prospects can receive your proposal the moment its done.

E-mail a link, user name and password to your prospective client and they can log-in and view a proposal that matches your firm's brand or website layout.

For firms that have practices that require specialized formats outside of brand guidelines ProposalProse can be programmed to export a variety of formats from the same application to meet individual practice needs.

PDF

Printable PDF
For traditional proposal delivery you can print your proposal using our PDF export tool.

Our Portable Description Format (PDF) export is - staying true to its name - high resolution, optimized for printing and allows for layout flexibility. Your version of ProposalProse can be set up to export PDFs in one, two or three column formats.

PDFs can also be manipulated independently of the website export allowing you the flexibly to tune the website version and PDF versions to compliment each other.

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It easy to use—just type and save.

With ProposalProse you just have to type and save as the design of your final proposal is built into ProposalProse for you. You can even customize your proposal into just about any format to save your final proposal in on-line or print experience.

ProposalProse Adds Value With Use

Every time you create a proposal with ProposalProse, your information is stored for future use. Therefore, the more you use ProposalProse, the more valuable the tool becomes. All content is categorized within sections, which provides for easy reference. As projects add up, more reusable content is added and best-practice patterns emerge for the preparation and structuring of proposals.

Here's How We Get You Started:

1. Audit For User Requirements
We optimize how ProposalProse will be used at your firm. Depending on how your firm is structured you may want some information to be available globally and other information to available only to a specific department or a select few. We survey your practice leaders and marketing department to create a user plan that serves as our roadmap for configuration.

2. Brand Alignment
We work with your marketing department to develop your proposal templates and to make sure the end product you send to your prospect is within your firm's brand guidelines. We also take into consideration any special requests for formatting e.g. practices that have individualized branding needs.

3. Build
We augment our existing database and programming to meet your firm's user platform based on what we learned from the user audit. We realize that some practices may not want to share information with others in the firm while some information may need to be globally available—ProposalProse is customized to meet operational requirements.

4. Editorial Support
If you need help to brand align your proposal content, we can provide editors to make sure that all of your proposal content has one voice. With ProposalProse, your final proposal can be both visually and rhetorically connected. When we're finished, all of your firm's relevant content will be available to use in your next proposal, and it will be seamless with your existing brand aligned collateral.

5. Populating Your New ProposalProse Application
ProposalProse is updated with all of your firm's naming conventions upon delivery—making it familiar to use from day one. We populate your custom system with your existing proposals and boilerplates. We also help tag your content in collaboration with you marketing department to ensure fully searchable queries when looking for specific proposals.

6. Installation (provisioning)—Linux or ASP
Your final ProposalProse application, whether you choose a hosted program or self-served will be tested in its final operational environment before being released for use. Our hosted program includes PCI compliance and **VPN connectivity**.

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Customized Nodes—
Keep the brand police happy

NYC Office—
Has their own stuff

CMO—
Has total controll

Core
Application

Corporate Office—
Knows the score

....Or can chat
with a colleague

Prospect :)
Likes you

Partner—
On Vacation

New Employee—
Can work alone...

Pricing | Core program

Unlimited use one time license purchase.
Additional fees for customization, set up and provisioning
Set up fees vary depending on the size of the firm and the amount of customization wanted.
This includes setting up the database for sharing requirements, brand alignment and export configurations.
Some firms may require multiple formats for deferent departments.

Updates—Free for the first year
Changes—Hourly $ 75.00
Sales—Link to your sales and CRM

Service program

Our service program includes a help desk for users and tech support for
programming issues in the event you choose to self host.

Choose between 24/7 or business hour service.
Each plan is customized depending on the estimated number of users.

Set Up

Core application is ready for use on day one.
You can tailor ProposalProse for each of your practice, industry group or geographic locations marketing needs.

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It's Go Time!