

Guide To Writing B2B SaaS Proposals That Close Deals Faster



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The current state of B2B SaaS proposals is not working. How often do buyers skim through the proposal and don't end up reading the full document? Odds are, quite often.

But proposals are still crucial in the B2B SaaS buying experience. The purchasing experience has a huge impact on your prospect's overall decision. [According to a recent study](#), 77% of B2B buyers said their purchase experience was very difficult and complex. To lessen the complexity of the B2B buyer journey, traditional proposals need to be retired as they are not keeping up with the fast-moving environment of B2B SaaS.

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What should proposals look like now? What goes into a winning proposal to close a deal? And how can you regain control during the proposal process?

Proposals are what stand between you and a new customer; they should make the process easier, not harder.

Introduction

Overview of B2B SaaS Proposals

Proposals represent all the hard work your team has put in during the buyer's experience. With a single autograph, you will have a new customer. Exciting, isn't it?

It is easy to get ahead of yourself, and a good proposal is difficult to master. Traditional proposals lack interactivity and excitement as they often create back and forth email chains with what seems like endless edits, which ends up lengthening the overall buying process.

The average length of a B2B SaaS sales cycle is [84.3 days](#). From start to finish, the purchasing experience has a huge impact on whether or not your prospect will sign on the dotted line at the end. A longer sales cycle can increase your customer acquisition cost. The longer it takes to acquire, the more time and money is spent on a prospect. With that being said, you can't force a [9 month process into 9 days or 9 hours](#).

Traditional proposals send your buyers into the abyss, an area where you, the seller, can't see what the buyer is thinking or resonating with when skimming through the proposal. The only thing you can be sure of is your buyer looking for value.

*Nearly two-thirds (64%) of B2B buyers want vendors who **demonstrate knowledge of their company** and offer insights into their problems.*

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[Nearly two-thirds](#) (64%) of B2B buyers want vendors who demonstrate knowledge of their company and offer insights into their problems. Traditional proposals are packed with information that may not be providing value to your prospect. A good proposal should focus around key information that is tailored to the prospect, and can only add value (i.e. case studies, pricing, social proof).

The buyer's experience with your SaaS proposal should be seamless, easy to understand, and cohesive with the other parts of the buyer journey.

Challenges That Cause B2B SaaS Proposals to Flop

Buying B2B is a really clunky experience for both buyers and sellers. Even the proposal process itself is clunky—a long process to create, review, send, edit, send, cross your fingers, and finally sign.

The proposal process is congested and faces challenges that need to change:



Version Control Is Difficult

With multiple versions of the same proposal, spreadsheets, and folders filled with various proposals, it is hard to track the latest version.



Proposals Can Be Confusing To Navigate

It can be difficult knowing which sections the buyer needs to focus on without having you manually go through and highlighting the features, pricing, and signature sections.



Traditional Proposals Lack Interactivity for Your Prospects and You, the Seller

[69% of consumers](#) want to talk with a company in real-time. Once you send over a traditional proposal to the buyer, you're left in the dark and don't know what the prospect is or isn't resonating with.



Pricing Is One of the Most Important Parts of a B2B SAAS Proposal

Traditional proposals barely touch on the pricing section, even though it is the most read-over part. You do not want to lose out on revenue because of quote or discount errors because you are unable to receive pricing data easily.



Proposals Can Be a Lot of Information

Each piece of information you provide should add value. If you are only including general information that is not seen as value to your prospect, you will struggle with showing transparency and empathy.



Prospects Know How To Buy

They buy cars, horses, vacations, and daily purchases. Sales don't know more than buyers. Traditional proposals are written for businesses and not the humans that are physically reading it.

How To Improve Your SaaS Proposals to Close More Deals

Before, we said having a good proposal is challenging to master, but there are ways to improve and make the proposal process close more deals:



Proposals Should Always Match Your Prospects' Needs

Prospects that find value in the information you provide are [2.8 times more likely](#) to purchase high-quality deals. Allow customers to self-serve and build their desired plan based on their needs.



Proposals Shouldn't Take Hours To Create

A slow proposal creation process can result in the slowing down of the sales process. Use templates that are easy to edit and give you the chance to send a quote to your prospect in minutes.



Don't Be Left in the Dark

Set up alerts to know when your prospects are interacting with your proposal.



Don't Bury Your Pricing

Make the pricing section of your proposal customizable and easy to understand by making the proposal interactive with sliders, live quotes, and built-in add-ons options.



Put Customers in Control

Your prospects should feel like they're in control and a part of the buying experience.



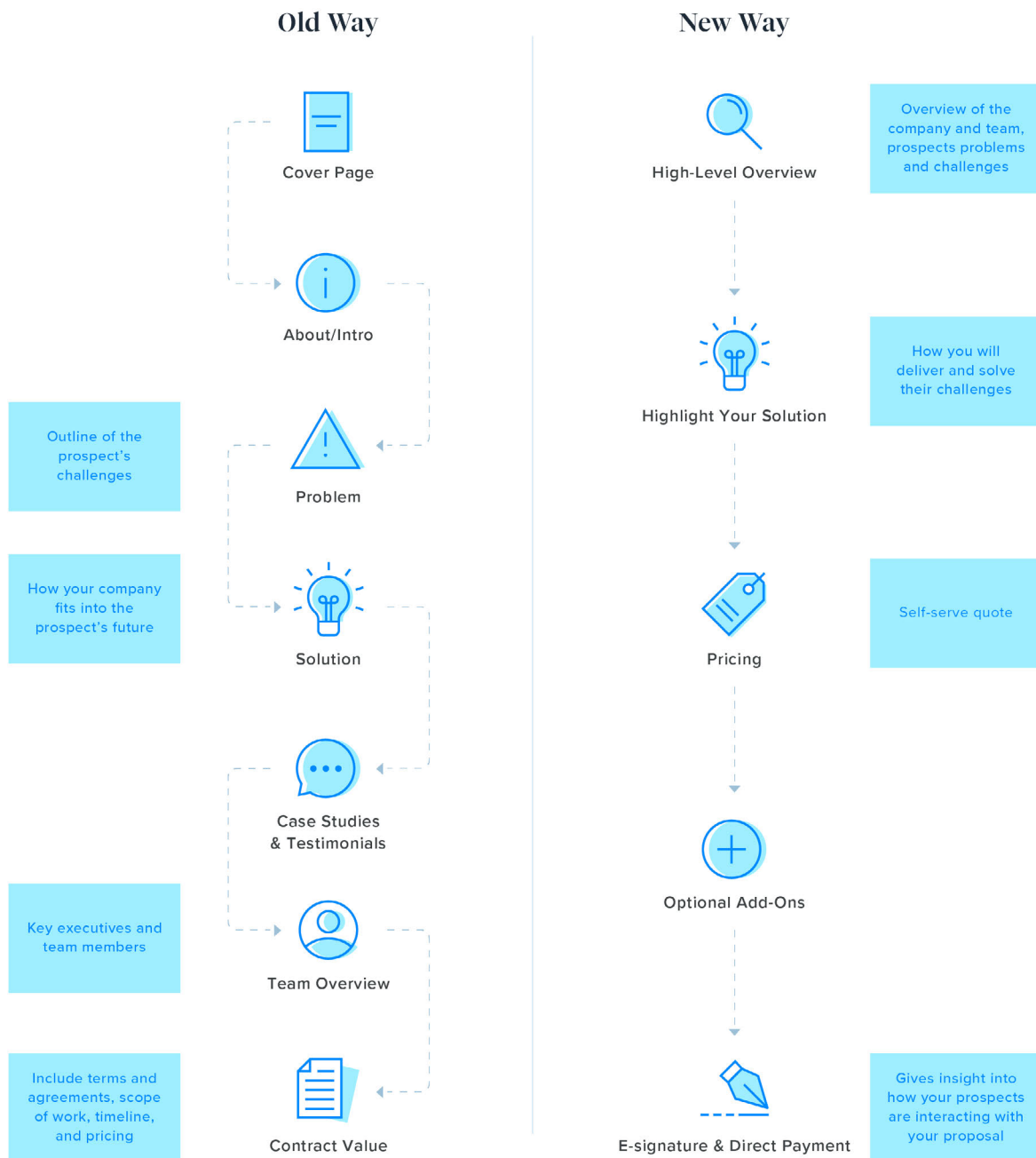
It's Not Official Until It Has a Signature

Offer electronic signatures and payment directly from your proposal to close deals faster.

Bonus: Sync your data to your CRM so you don't have to manually enter and can give sales full access to the data to become better at pricing and the proposal process.

The Anatomy of a Great Proposal

Out with the old and in with the new. Tradition proposals are, on average, 12 pages long, and like we already said, who honestly reads every word in the proposal? No one we have ever met. Building a great proposal is all about the customer, their pain points, and how you will solve their challenges. Create a proposal that answers all their questions, is interactive and actionable, easy to understand, and will please your prospect's needs.



Checklist for Creating a Winning Proposal

Creating a winning proposal is like cooking a meal. First, you need to buy the ingredients and prepare the food (pre-proposal), cook the dinner (drafting the proposal), plate the dishes (before sending), and once everyone has enjoyed the meal, you can't forget to clean up (after sending).

Here's a quick summary of our 13-step checklist for creating a winning proposal B2B SaaS proposal:

Pre-Proposal

- Organize Your Key Details
- Speed-Up Workflow
- Design With Intent

Drafting the Proposal

- Focus On the Buyer
- Highlight Your Solution
- Make It Engaging and Interactive
- Make It Actionable
- Clarify Your Message
- Watch Your Tone

Before Sending

- Get Approvals
- Proofread and Polish

After

- Monitor Engagement
- Plan Your Follow-up Strategy

The FastSpring Interactive Quote Advantage

Level up your proposal process and enable your ability to create a winning proposal. FastSpring Interactive Quotes helps you streamline the proposal process in your sales funnel.

Interactive quotes clearly outline your proposal process to close deals faster. They give you the opportunity to understand your prospect's needs while communicating and engaging with your prospect the entire time.

Benefits of Using FastSpring Interactive Quotes

- Build **custom pricing** to fit your prospect's needs
- Accelerate your **sales productivity** and overall sales cycle
- Increase **interactivity** with your prospects
- Gain **control** during the proposal process
- Simplify the proposal process and **minimize confusion**
- Speed-up the deal-cycle by **including e-signatures** and **accepting payments** within the proposal
- Get **real-time data** the second prospects receive, open, read, share, and interact

Closing Thoughts

A winning B2B SaaS proposal is a proposal that a buyer will want to read all the way through.

Key Takeaways

- **Customize Your Proposals**
Customize each proposal to your prospect's needs and wants. There should be a level of transparency.
- **Create an Interactive Proposal**
You want the prospect to be engaged throughout the entire proposal process.
- **Regain Control**
Set up alerts to get insights on what your prospects are resonating with. Don't be left in the dark.
- **Customize Your Pricing**
Have a customizable pricing section with sliders, live quotes, and built-in add-on options.
- **Take Action**
The proposal should be actionable. Offer electronic signatures and payment directly from your proposal to close deals faster.



FastSpring

Interactive Quotes

[Learn More](#)