8 Questions to Have Your Client Ask the Other Guy

First, you need to be able to answer these questions using the repeatable processes you have in place. You should weave your answers to these questions into your proposal and highlight them during the proposal walkthrough. At the end of the walkthrough, give your client your customized version of this list.

1. How did you arrive at this estimate?

    a. Does your estimate include a pad?

2. How do you discover and document the requirements for the website?

3. How do you manage the content activities?

    a. What happens if we don't have the content ready when planned?

4. How do you plan for and manage changes?

    a. How/when can I request a change?

    b. How is the cost for change determined?

    c. Where does the money come from to pay for changes?

5. How do you handle missed deadlines?

    a. What happens if WE miss a deadline?

    b. What happens if YOU miss a deadline?

    c. What happens if an act of God or some other unavoidable event happens that causes missed deadlines?

6. What are the criteria for approval of the project?

    a. What about interim deliverables? When is that acceptance criteria decided?

7. How do you ensure the project will be completed on time, within budget, and that it has all the features we requested?

8. What is your unique value proposition? What makes you the best solution provider?