

## PERSUASIVE ARGUMENT – *Why Choose Us?*

Do you understand their issues? Can you offer a response?  
 What is the benefit? Do you have proof you can deliver?  
 This document helps clarify why they should give you the job

Issue	Response	Benefit	Proof
Opportunity, need, risk, problem, critical factor for success – <b>for the client</b>	Superior feature of our offer – capability, method, resources	Greater return, less risk, better options – <b>for the client</b>	Previous achievement, hard evidence, endorsements, previous experience, guarantees

**Single** reason they will **want** to give us this job:

<i>Is this good enough?</i>	Y	N
Does this create meaningful advantage for the client?	<input type="checkbox"/>	<input type="checkbox"/>
Are they already aware we can do this?	<input type="checkbox"/>	<input type="checkbox"/>
Can we effectively communicate it to them?	<input type="checkbox"/>	<input type="checkbox"/>
Is it robust (difficult to copy / refute)?	<input type="checkbox"/>	<input type="checkbox"/>