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Making a proposal to a client Unicist Strategic Diagnostics Program

The text above is the beginning of a template to make proposals to help the participants of the Program to develop their clients. Although all the information needed is in the brochures, we would like to clarify some significant aspects that might be between the lines:

- 1) The client buys the capacity of the participant to do a professional diagnosis and an accurate strategy. The qualifications of the participants define the credibility of their proposals. The Unicist Research Institute provides the quality assurance of what participants do.
- 2) The client has to be certain of what s/he is buying. There is nothing more harmful than a wrong diagnosis. As well as in medicine, in our activity this is called “mal practice”. Good intentions do not count.
- 3) 90% of the business strategies do not achieve their goals. Therefore our approach is welcome when dealing with people who really know their business.
- 4) The main investment of the client is not money, it is expectancy and trust. This has to be considered when dealing with the client. Underselling and over-delivering is what we do. Overselling is mal practice.
- 5) The proposals to the clients are centrally managed and provided in electronic, final, PDF format and cannot be changed by the participants. Participants complement the proposal with all the information required by the client.
- 6) Support for making proposals to clients is given exclusively to members of the Unicist Confederation.
- 7) If you are not a member you cannot access this support. If you want to register as a member you can do it at: <http://www.unicist.net/registration.shtml>
- 8) There are several objective conditions to have access to the support of the Unicist Confederation:
 - a) Be a member of the Unicist Confederation
 - b) Within 60 days of having decided to apply for help you have to close one agreement with a client.
 - c) You need to send us information about your qualifications in the field of the proposal before we develop the document.
- 9) You have to consider that only clients that sell more than 5,000,000 dollars a year are meaningful to develop diagnoses. They also need to be “professionalized”, this means that the owner has a different role than the manager although they might be the same person.

I am pleased to welcome you in this program. We hope you take advantage of the opportunity we are posing. Please contact me.

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