

What's the difference between a \$2M proposal and a \$20K one?

It's not just budget.
It's how you pitch.

\$2M Proposal

Focuses on strategy.
The "why" we should do this
and the high-level approach.

\$20K Proposal

Focuses on tactics.
Details of the work and
when it'll be delivered.

At Hashmeta, we've submitted both:

- ✓ Proposals that won million-dollar deals
- ✓ Proposals that won ten-thousand-dollar projects

*Some staff felt the \$2M proposal was vague.
That's a signal they still lack strategic thinking.*

The Shift: From Tactical to Strategic Thinking

Tactical feels clear and comfortable.
It's great for small, well-defined projects.

Strategic?

It's about helping clients solve complex, high-stakes problems.

In \$2M conversations, clients want to know:

- What's your approach?
- Why will it work?
- How does it align with our vision?

*They're not buying tasks.
They're investing in transformation.*

Key Differences

\$2M Proposal

- Vision, partnership, ROI
- Requires industry & stakeholder insight

\$20K Proposal

- Deliverables, dates, hours
- Requires task ownership and detail

Bridging the Gap

1. **Elevate the conversation**
Talk outcomes, not features
2. **Understand the "why"**
Go deeper than client requests
3. **Build Trust at the Executive Level**
Show strategic leadership, not executional talent




If your team can't articulate the "why," they're not ready for strategic pitching.

But they can learn.

This is a skill and a mindset shift.

From vendor to partner.
From task to transformation.

I am sharing more strategic sales frameworks and templates.

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