

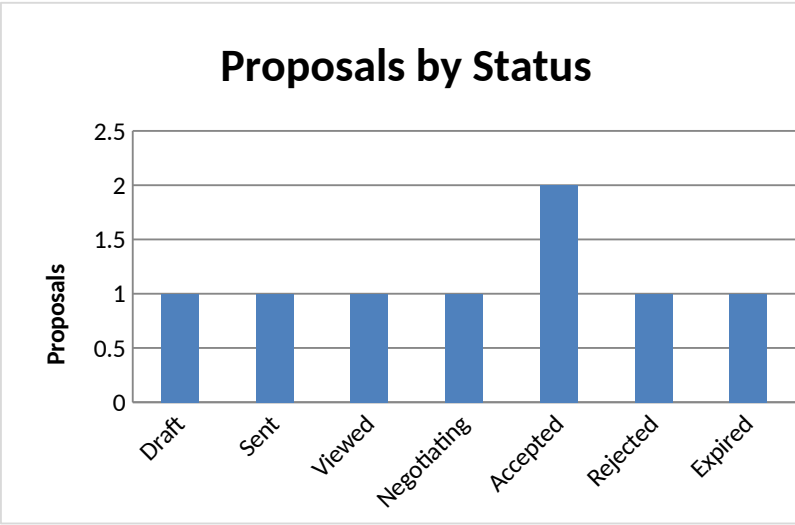
PLANVORA | FREELANCER PROPOSAL & PRICING SYSTEM

Price with confidence. Propose with clarity. Follow up with intention.

Recommended Price	Total Proposals	Accepted Proposals	Potential Revenue	Win Rate %
\$10,242.50	8	2	\$50,400.00	33%
Pending Proposal Value	\$16,500.00			

Proposals by Status	
Status	Count
Draft	1
Sent	1
Viewed	1
Negotiating	1
Accepted	2
Rejected	1
Expired	1

Pricing & Negotiation Signals	
Signal	Value
Baseline Hourly Rate	\$85.00
Recommended Project Price	\$10,242.50
Effective Price / Hour	\$227.61
Client Value / Outcome	\$25,000.00
Discounted Price	\$9,218.25
Minimum Acceptable Price	\$4,505.00
Negotiation Gap	\$4,713.25



Weekly System Actions
1. Review Proposal Tracker for follow-ups due today.
2. Use Follow-Up Scripts for Sent, Viewed, and Negotiating deals.
3. Log pricing objections, wins, and losses in Weekly Review.
4. Confirm scope boundaries before sending the final quote.

PLANVORA | SYSTEM WORKFLOW & ONBOARDING

Use this 6-step workflow to turn discovery into a clear quote, proposal, and follow-up process.

THE 6-STEP PLANVORA FREELANCE SALES WORKFLOW

01 — INTAKE	Capture Client Brief	Gather client goals, requirements, constraints, budget expectations, and decision makers in PROJECT INTAKE.
02 — SCOPE	Define Boundaries	Establish clear deliverables, revision limits, dependencies, and explicit exclusions to protect margins.
03 — PRICE	Calculate Value Quote	Use the PRICING CALCULATOR to model hourly baselines, complexity, rush premiums, and revision reserves.
04 — PROPOSE	Build Persuasive Proposal	Draft high-converting overview, solution, timeline, and investment terms in PROPOSAL BUILDER.
05 — FOLLOW UP	Track & Negotiate	Log proposal status in PROPOSAL TRACKER and deploy strategic messaging from FOLLOW-UP SCRIPTS.
06 — REVIEW	Refine & Scale	Audit win/loss metrics and price objections weekly in WEEKLY REVIEW to continuously increase win rate.

THE PLANVORA CORE PRINCIPLE

"Never quote a price based on time alone. Quote based on the value delivered, the clarity of scope, and the business risk absorbed. Professional proposals sell certainty, not hours."

PLANVORA | PROJECT DISCOVERY & INTAKE FORM

Capture client goals, scope boundaries, dependencies, and decision context before pricing.

Client & Project Details	
Client Name	Acme Corporation
Company / Brand	Acme SaaS Solutions
Project Name	SaaS Web Platform Redesign
Project Type	Web Development
Client Stated Budget	\$8,000 - \$10,000
Desired Start Date	Sep 15, 2026
Target Deadline	Oct 30, 2026
Key Decision Maker	Sarah Jenkins (VP Product)
Primary Client Goal	Increase landing page conversion rate by 25%

Scope Snapshot & Boundaries	
Primary Problem	Current website is outdated, slow, and mobile conversion is below 1.2%.
Core Deliverables	5 Custom Responsive Pages, Figma Design System, Next.js Frontend Integration.
Required Features	CMS Integration, Analytics Setup, Interactive Pricing Calculator Component.
Revisions Included	2 Rounds of design revisions included prior to development sign-off.
Dependencies	Client branding assets and copy to be delivered by Sept 20.
Explicit Exclusions	Copywriting, backend user authentication API development, paid stock imagery.
Success Metric	Lighthouse Score > 90 and minimum 2.5% visitor conversion rate post-launch.

Scope Validation Checklist
Is the deliverable list explicit and measurable?
Are revision limits explicitly agreed upon?
Is the target deadline realistic for the estimated scope?
Are technical dependencies identified and assigned?
Is the client's internal approval process understood?

YES	All 5 pages and technical stack components are defined.
YES	2 rounds specified; additional rounds at \$120/hr.
YES	6 weeks provided for 45 hours of labor.
YES	Client asset delivery date set for Sept 20.
YES	Sarah Jenkins holds final sign-off authority.

PLANVORA | PRICING CALCULATOR ENGINE

Model profitable quotes using rate, complexity, rush, revision reserve, and negotiation inputs.

01. CORE INPUTS	
Baseline Hourly Rate	\$85.00
Estimated Hours	45
Complexity Multiplier	1.20x
Rush Fee %	25%
Revisions Included (Rounds)	2
Revision Hours / Round	4

02. PRICE BUILD & BREAKDOWN	
Base Labor	\$3,825.00
Complexity Adjustment	\$4,590.00
Rush Premium	\$1,147.50
Revision Reserve	\$680.00
RECOMMENDED PRICE	\$10,242.50
Effective Price / Hour	\$227.61

03. VALUE & NEGOTIATION	
Client Perceived Value / Outcome	\$25,000.00
Discount Requested %	10%
Discounted Price	\$9,218.25
Minimum Acceptable Price	\$4,505.00
Negotiation Gap Reserve	\$4,713.25

PLANVORA | PERSUASIVE PROPOSAL BUILDER

Draft high-converting proposals around client goals, value, deliverables, investment, and next steps.

PROPOSAL SECTION		PROPOSAL DRAFTING AREA
01 PROJECT OVERVIEW	Set context & align goals	Acme SaaS Web Redesign to modernize brand identity and drive qualified demo requests.
02 THE PROBLEM	Articulate current pain points	Current site suffers from slow load times, poor mobile UX, and sub-1.2% conversion rates.
03 PROPOSED SOLUTION	Explain value-add approach	Custom Next.js web build with modern design system, interactive pricing tool, and optimized UX.
04 DELIVERABLES	List concrete outputs	5 Core pages, Figma UI kit, Next.js code repository, Google Analytics & conversion tracking setup.
05 TIMELINE	Define clear milestones	Phase 1: Wireframes (2 wks) Phase 2: Design (2 wks) Phase 3: Build & Test (2 wks).
06 INVESTMENT	Present transparent pricing	Recommended Project Investment: \$4,850. Includes design, build, and 2 revision rounds.
07 TERMS & REVISIONS	Establish clear rules	50% deposit upon contract signing, 50% upon final completion. 2 revision rounds included.
08 NEXT STEPS	Provide seamless CTA	Review and sign proposal, complete deposit invoice, and attend project kickoff on Sept 15.

PROPOSAL COPY SPACE • Paste your final client-ready proposal here, then personalize before sending.

Client-ready copy space

PLANVORA | PROPOSAL TRACKER & SALES CRM

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PLANVORA | STRATEGIC FOLLOW-UP & NEGOTIATION SCRIPTS

Professional outreach scripts for delivery, follow-up, objections, negotiation, wins, and re-engagement.

Stage	Use When	Script Template	Personalization Points	Call To Action
After Sending	Immediately after proposal delivery	Hi [Name], I've just published your tailored proposal for [Project]. It details how we will achieve [Key Goal]. Please review at your convenience.	Mention specific business goal discussed in call	Confirm receipt and invite initial questions
2-Day Follow-Up	48 hours after sending with no reply	Hi [Name], wanted to ensure you received the proposal for [Project]. Do you have any initial questions regarding the proposed scope or timeline?	Reference decision deadline	Ask if they need a brief 10-min call
Value Reminder	Client viewed proposal 2+ times	Hi [Name], I noticed you're reviewing the proposal. I'm excited about helping [Company] reach [Outcome]. Happy to clarify any details.	Highlight major deliverable value	Offer to address team feedback
Price Objection	Client states price is above budget	Hi [Name], I understand budget constraints. Rather than cutting quality, we can adjust scope options (e.g., deferring [Feature]) to fit \$[Target Budget].	Propose concrete scope trade-offs	Propose modified Option B scope
Discount Request	Client asks for blanket discount	Hi [Name], we don't offer arbitrary discounts, but I can offer a 5% prepayment incentive if upfront payment is preferred.	Offer value trade-off (e.g. payment term)	Ask if prepayment works for them
Negotiating	Finalizing terms and boundaries	Hi [Name], glad we agree on scope. Attached is the revised agreement reflecting [Agreed Change]. Ready to schedule kickoff as soon as signed.	Summarize agreed adjustments	Provide direct link to sign
Final Follow-Up	7 days with no reply before expiring	Hi [Name], closing out my schedule for [Month]. Should I keep this proposal active, or should we pause [Project] for now?	Mention upcoming schedule availability	Friendly 'permission to close' prompt
Accepted	Client approves proposal	Hi [Name], thrilled to partner on [Project]! Here is our kickoff checklist and deposit invoice to lock in our start date of [Date].	Attach deposit invoice & kickoff link	Request initial onboarding details
Rejected	Client chooses another vendor	Hi [Name], thank you for letting me know. I wish [Company] great success with [Project] and hope we can collaborate in the future!	Express genuine appreciation	Keep relationship warm for future
Proposal Expired	14+ days after proposal date	Hi [Name], this proposal has now expired. If you'd like to revisit [Project] in the future, I'd be happy to prepare an updated quote.	Note changing team availability	Invite future touchpoint

PLANVORA | WEEKLY SALES & PRICING AUDIT

Review proposal activity, wins, losses, pricing objections, and improvements each week.

WEEKLY METRICS SUMMARY				
Week Starting	Sent	Accepted	Rejected	Revenue Won
Aug 10, 2026	2	1	1	\$6,500.00
Aug 17, 2026	1	1	0	\$7,400.00
Aug 24, 2026	1	0	0	\$0.00
Aug 31, 2026	3	0	0	\$0.00

STRATEGIC REFLECTION QUESTIONS	
What proposal won this week — and why did the client select us?	Acme Corp won because of clear scope decomposition and fast turnaround time.
Where did a client hesitate on price or scope?	Nexus Labs requested a discount due to internal budget caps.
Which scope item caused uncertainty or excess Q&A?	CMS content migration responsibilities needed clearer boundaries.
Did any offered discounts protect or hurt the final outcome?	Offering milestone payments was more effective than lowering price.
What single improvement should be made to next week's proposal template?	Add an explicit timeline visual graphic for complex multi-phase deliverables.
What adjustment should be made to baseline hourly or project rates?	Raise baseline hourly rate from \$85 to \$95 for new Q4 leads.

PLANVORA | SETTINGS & BUSINESS DEFAULTS

Configure pricing defaults, proposal statuses, project types, and payment terms.

PRICING DEFAULTS	
Default Hourly Rate	\$85.00
Default Rush Fee %	25%
Default Revisions Included	2
Default Revision Hours / Round	4
Complexity Multiplier Default	1.20x
Proposal Validity (Days)	14

PROPOSAL STATUSES	PROJECT TYPES	PAYMENT TERMS
Draft	Web Development	50% Upfront / 50% Completion
Sent	UI/UX Design	33% / 33% / 34% Milestones
Viewed	Brand Strategy	100% Upfront
Negotiating	Copywriting	Net 15
Accepted	SEO & Marketing	Net 30
Rejected	App Development	
Expired	Consulting	