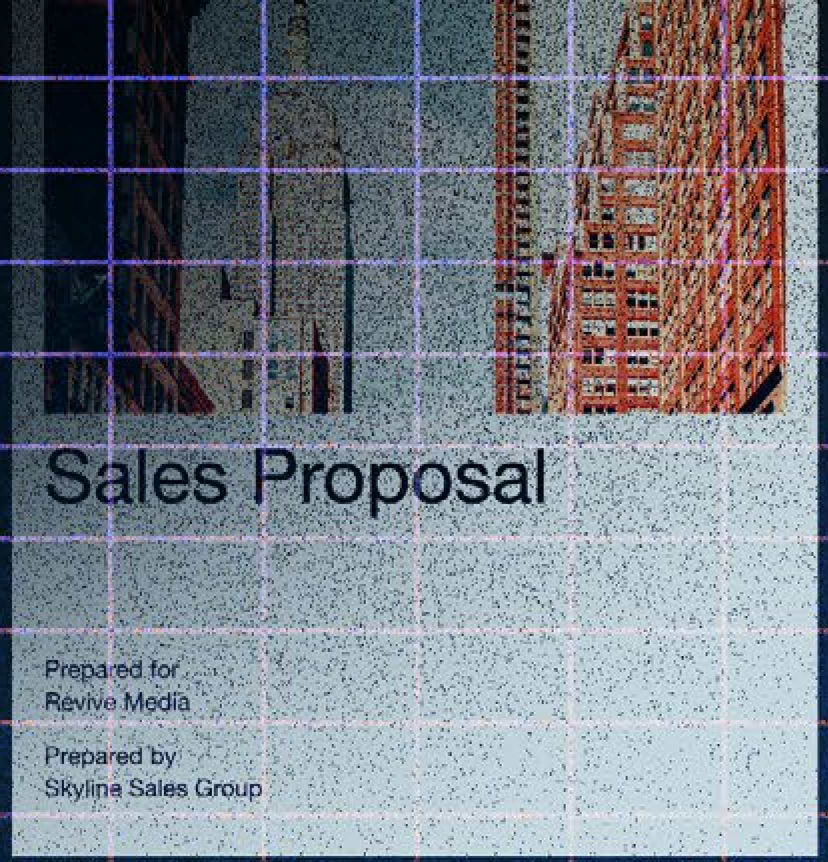
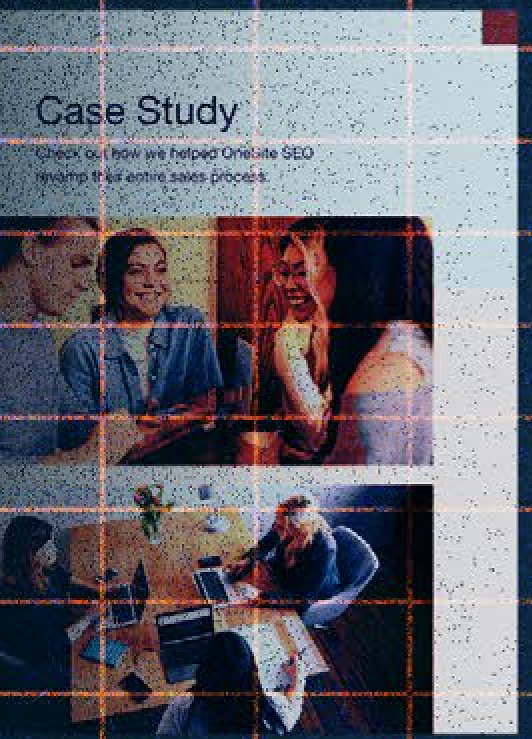


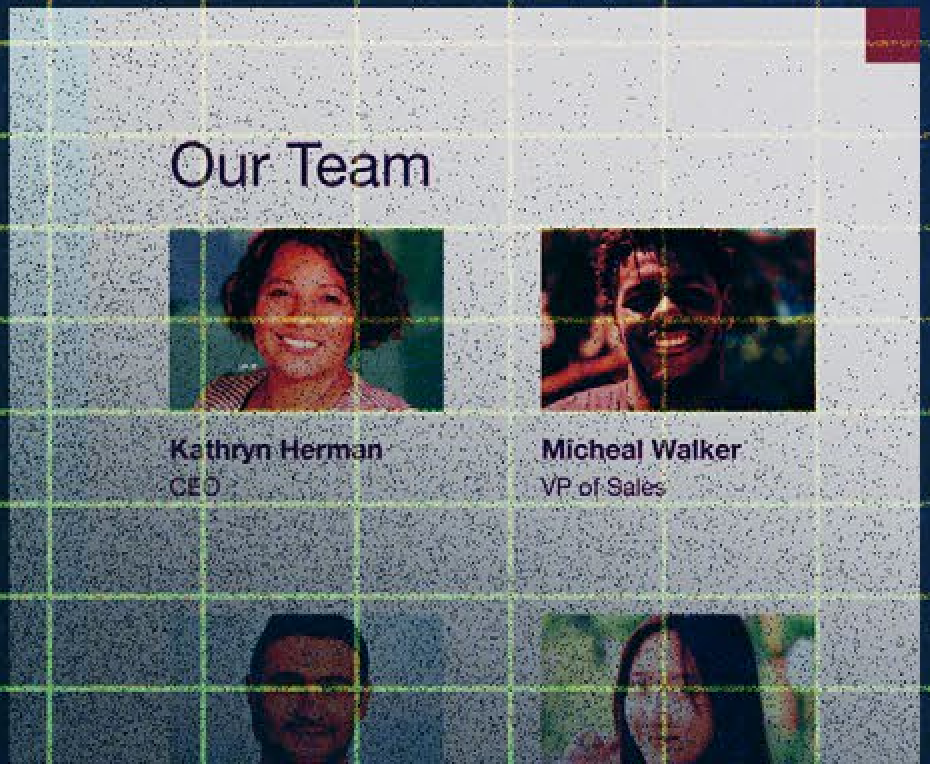
The 2026 State of Proposals

CLOSED

Won. Lost. Ghosted.



Powered by Proposify



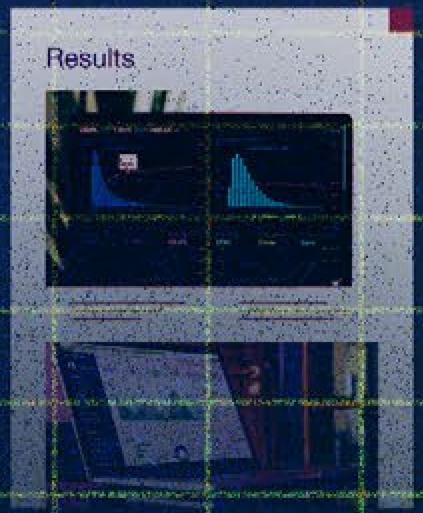
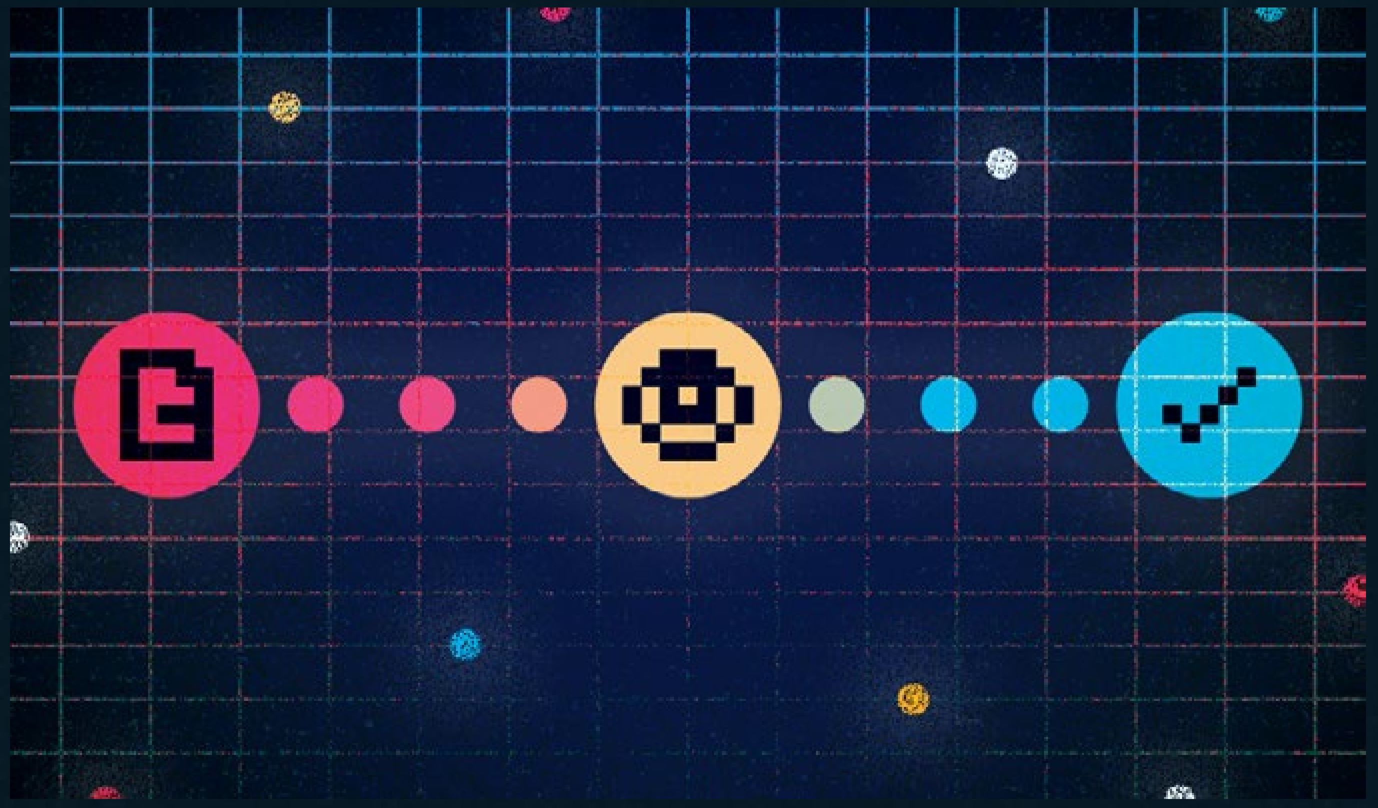
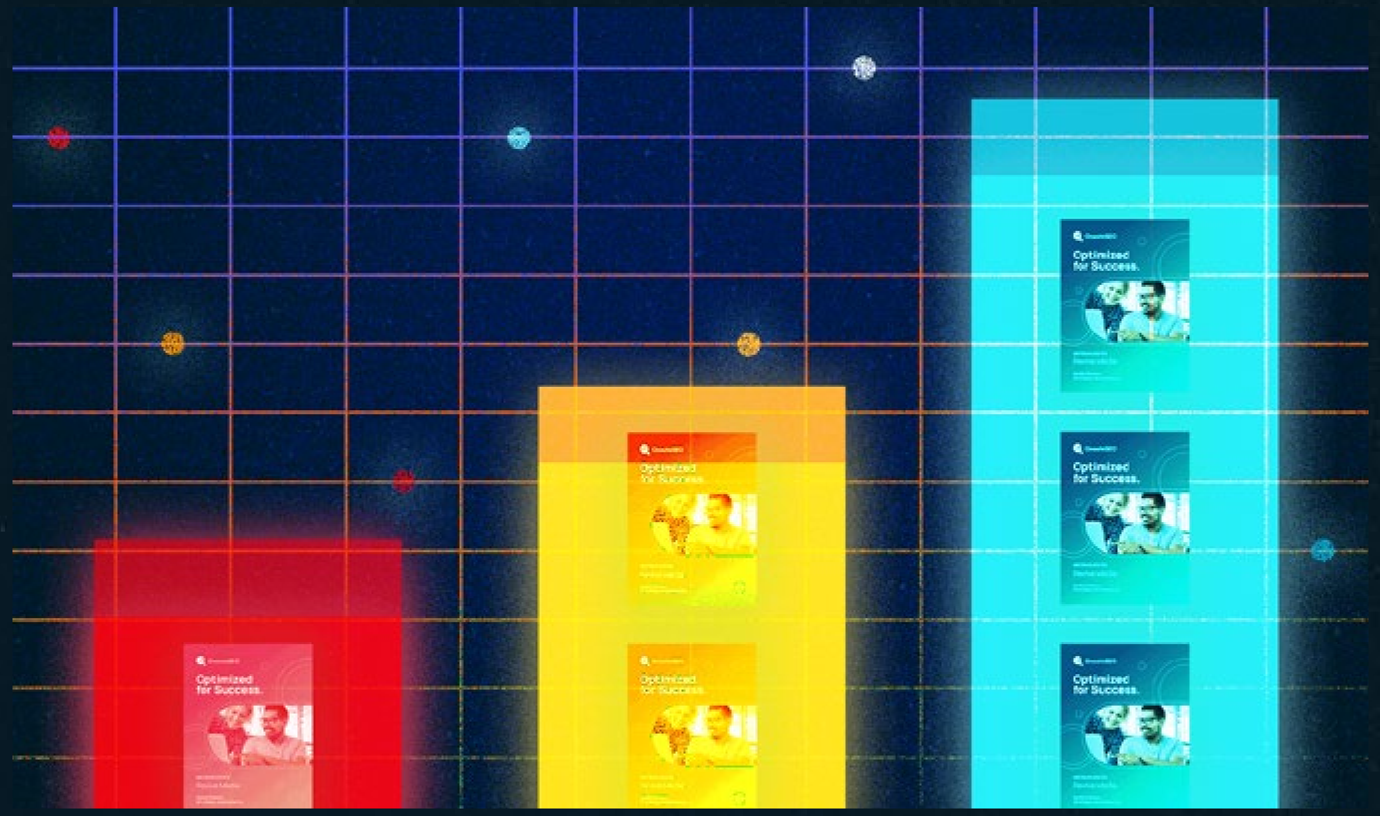
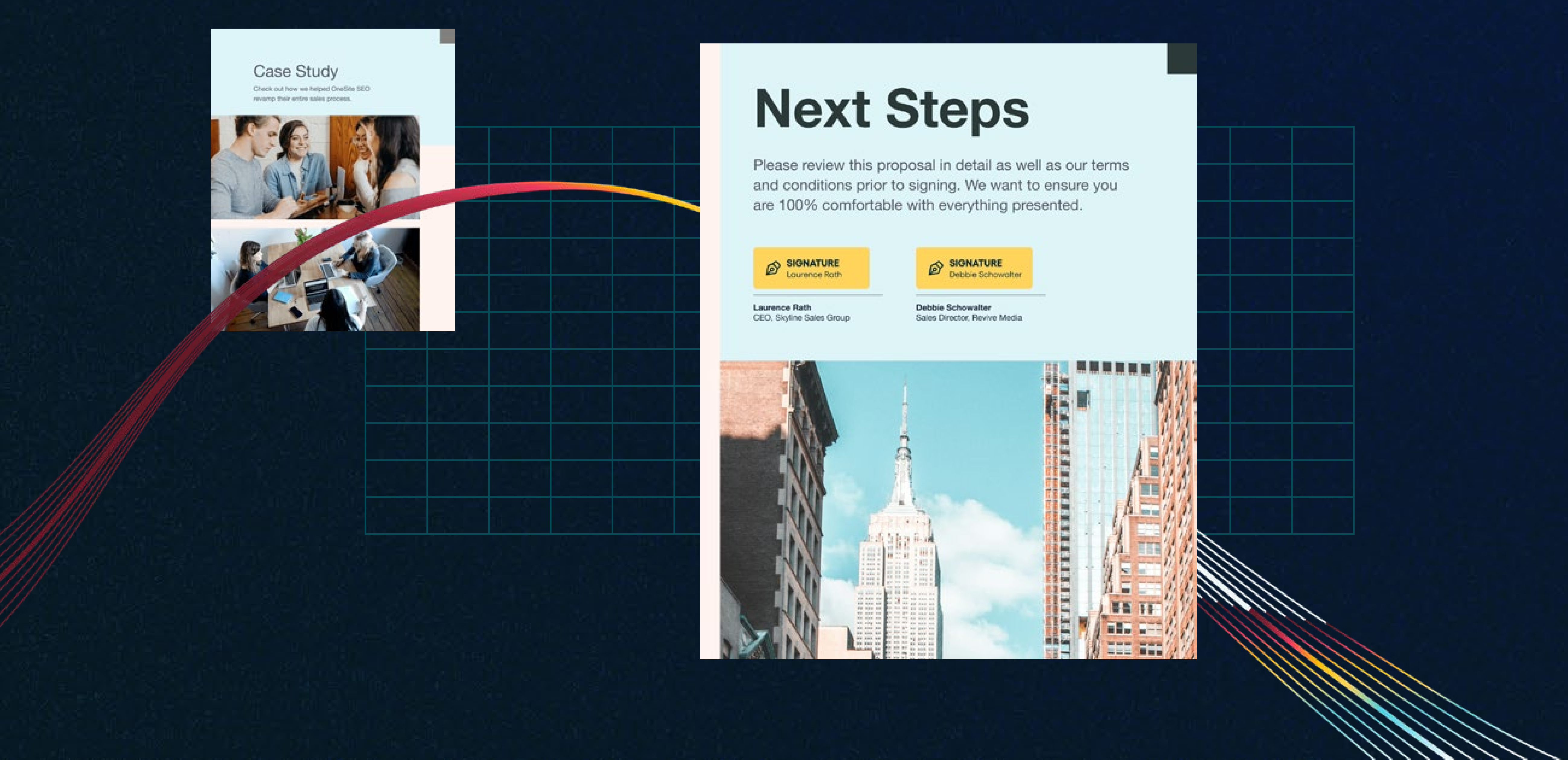


Table of Contents





A proposal can tell you everything.



How serious the buyer is. If the deal is heating up — or quietly going cold. Who's really making the decision. What they think about the price. What they think about you. Where they're stuck. And when you need to step in.

Now imagine that across **742,137 proposals**.

As the proposal experts, we analyzed what happened inside all the proposals sent through our platform in the past year to understand what separates deals that get won, lost, or ghosted.

742,137 proposals.
30 industries.
$3.06 billion in sales value.

Proposals aren't static documents.
They're live buying environments.

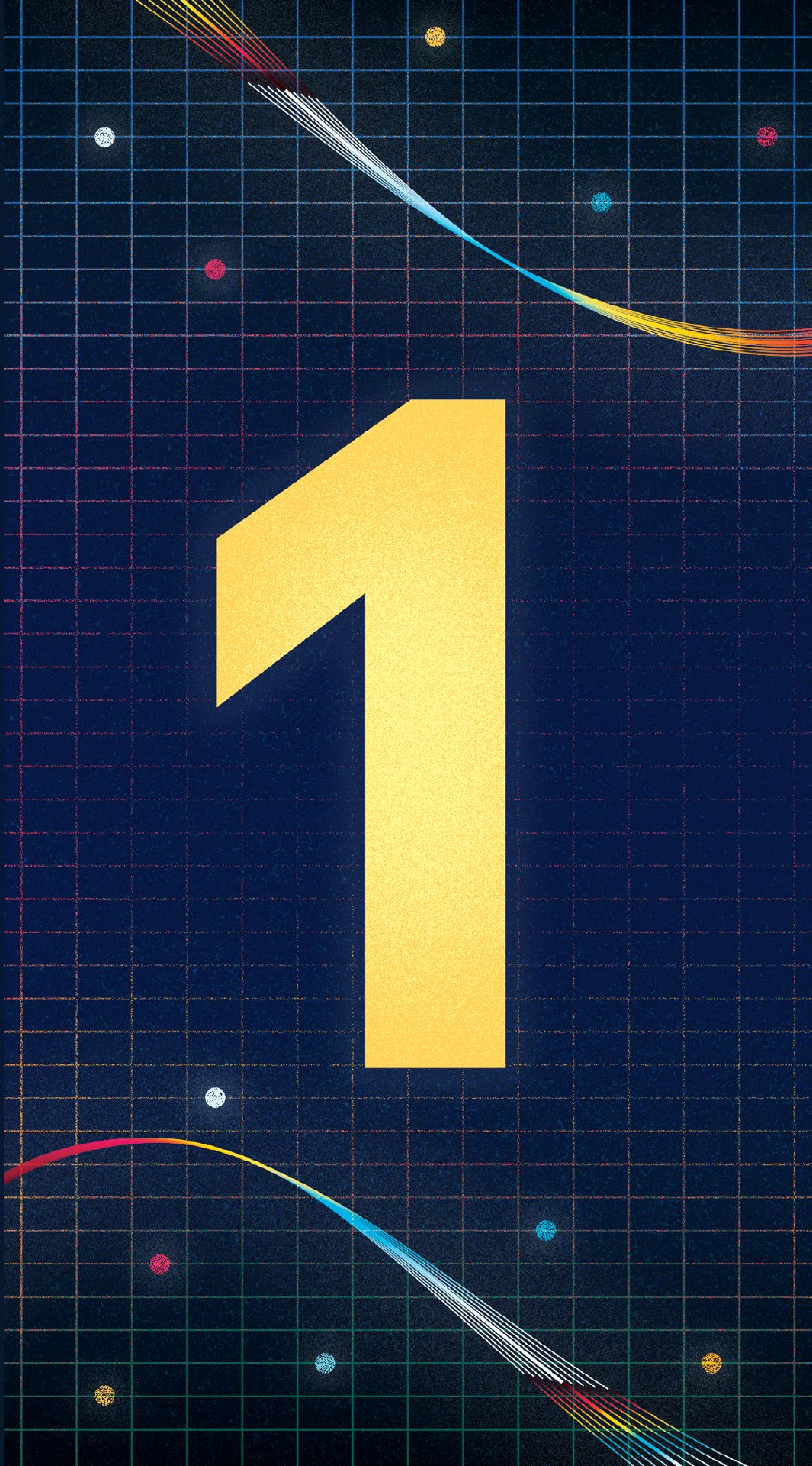
Speed gets them out the door. A compelling proposal helps buyers see value. And knowing how to read what happens after you hit send is what helps move deals to closed.

The teams that win do all three well.

This is the **2026 State of Proposals**. Everything we know about the most powerful document in your sales process — and what to do next.

The Big Picture

Let’s start with the big numbers that lay the foundation for this year’s report. Then we’ll dig into what they reveal.

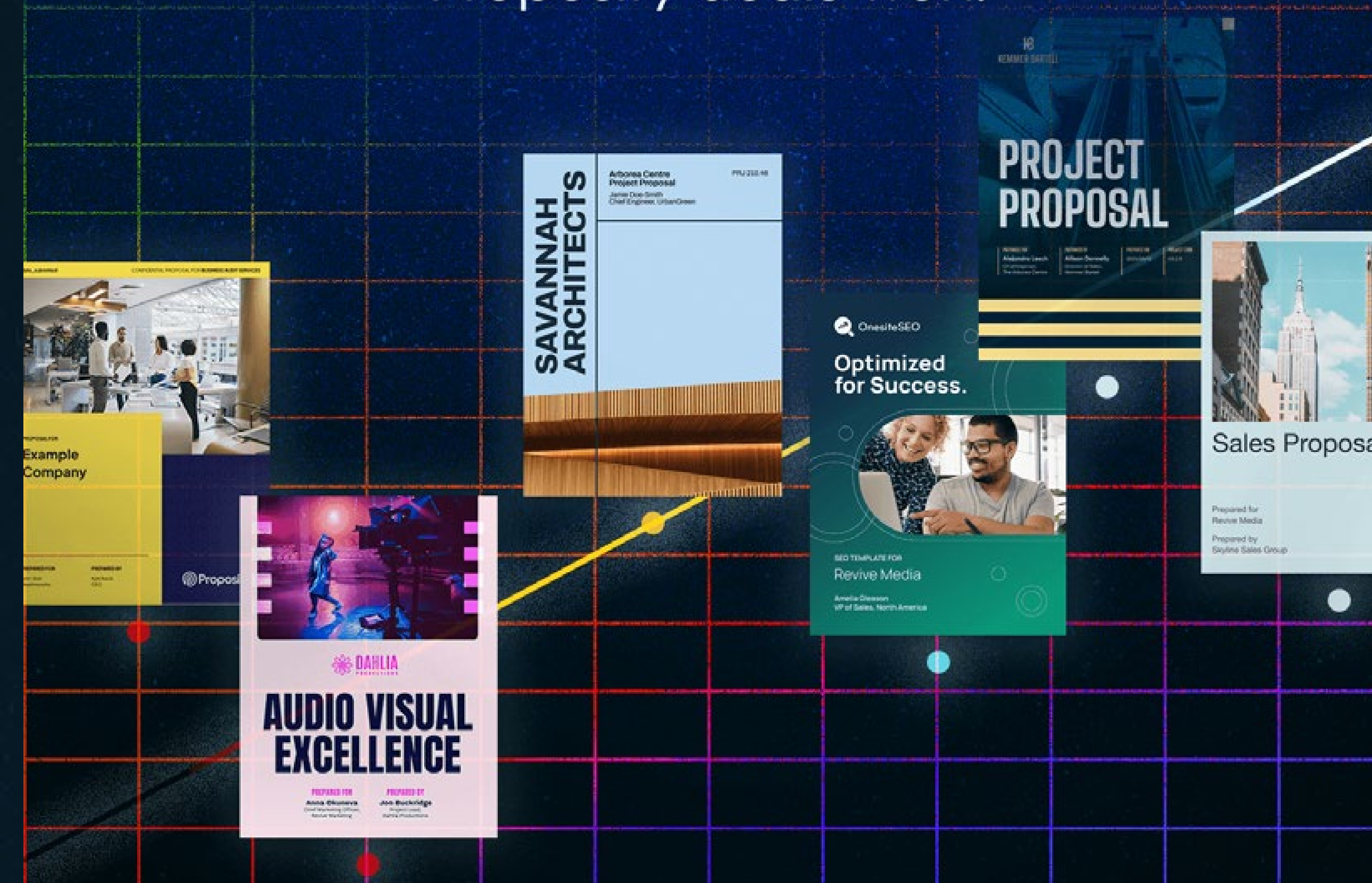


742,137

Proposals sent through Proposify in 2025 and analyzed for the 2026 State of Proposals report.

$16,388

The average value of Proposify deals won.



34%

The average close rate of proposals sent through Proposify.

The industry average is only

20%

$3,065,076,804

Generated in total sales by Proposify proposals (yes, that's billions!)

30

Industries represented in the data set.

- Accounting
- Architecture
- Branding/Advertising
- Catering
- Construction
- Consulting
- Desig
- Digital Marketing
- Engineering
- Event Management
- Hotel/Venues
- Human Resources
- Installation
- Interior Design/Decoration
- Legal
- Motion Picture & Video
- Non-Profit

Build a Winning Proposal

A standout proposal needs to guide your prospect seamlessly from problem to solution to signing. It engages them, impresses them, and makes your deal impossible to ignore.

PAGE COUNT

Concise Closes Deals

While the data showed a trend, there's no real one-size-fits-all proposal length. It depends on the complexity, the deal size, and sales stage.

The key is to kill the clutter and focus on what matters: how you solve their problem.

11

The average page count of winning proposals.

13

The average page count of losing proposals.

PROPOSAL SECTIONS

The Building Blocks of a Win

Which sections show up in winning proposals and where do buyers actually spend their time?

Most common sections in won proposals:

01 Cover Page

02 Executive Summary / Introduction / Project Summary

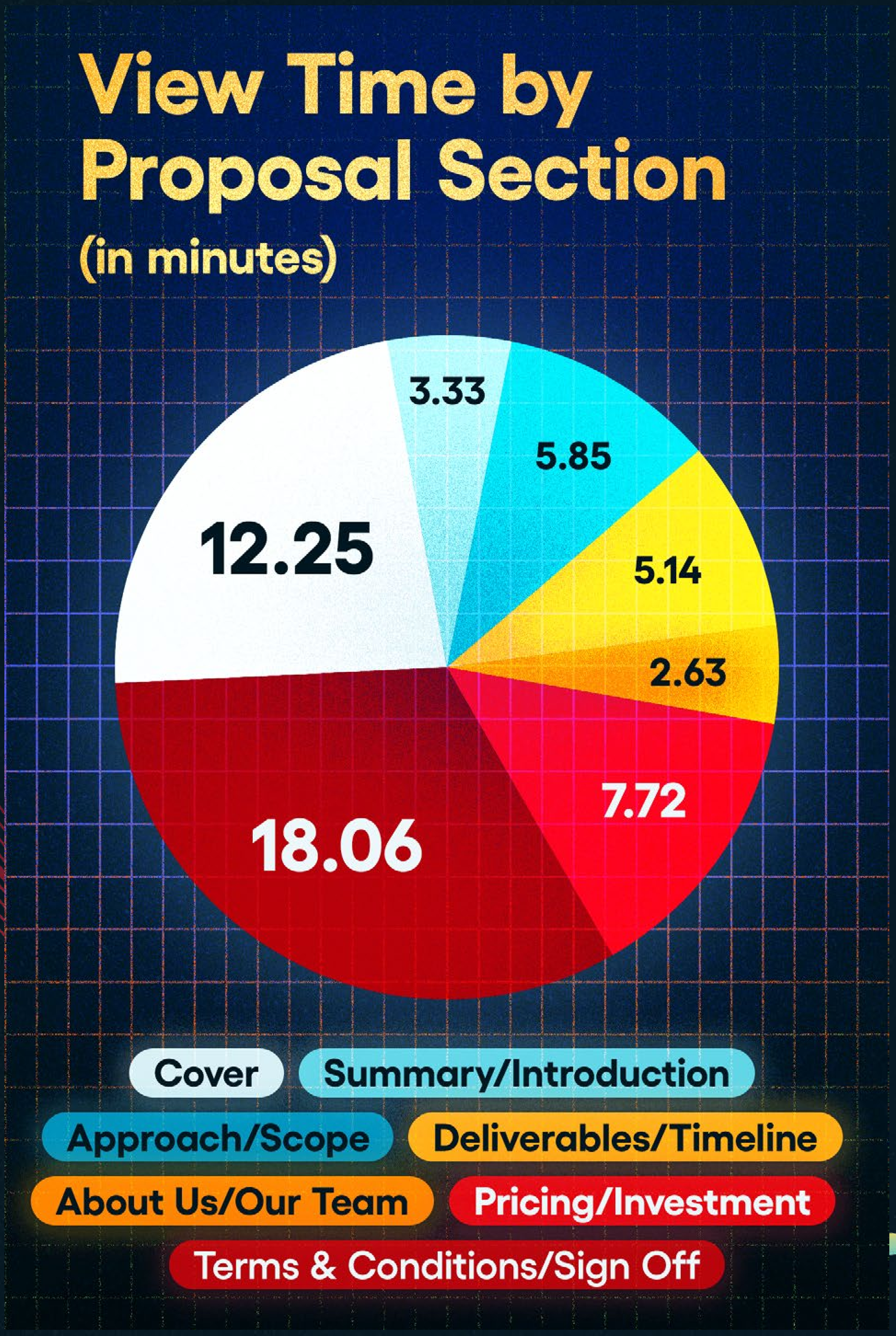
03 Approach / Solution / Our Process / Overview & Goals / Scope of Work

04 Deliverables / Products / Timeline

05 About Us / Our Team / Team Bios / Why Us?

06 Pricing / Your Investment / Fee Summary / Quote / Budget

07 Terms & Conditions / Sign Off / Next Steps / Acceptance



PROPOSAL SECTIONS

The Pricing Page Myth

"*They only read the pricing page*" is one of the most common excuses for a lazy proposal.

Yes, they probably check the pricing page first, but our data shows they don't stop there. This means every page of the proposal is either building your case or quietly undermining it.

Make the whole proposal count.

IMAGES

If Looks Could Close

Proposals aren't just about what you say—it's about how you show it.

Visuals:

- Keep buyers engaged by breaking up text-heavy pages.
- Make your brand look sharp with polished, professional design.
- Show (off), don't just tell—let headshots, product shots, and portfolios do the selling.

This number has been pretty consistent year over year which means visual proposals are table stakes now.

83%

of winning proposals include images.

Average number of images in winning proposals:

12

VIDEO

Sell When You're Not in the Room

Most proposals get passed around your prospect's buying committee, but you're not always there to pitch. Video changes that.

Only **20%** of proposals include video. That's a significant missed opportunity.

Because when a buyer actually watches your video, something remarkable happens: it increases the chances of closing by 3.3X!

Video isn't just a nice touch. It's an engagement signal. If someone watched your video, they're paying attention, and that attention is worth acting on.

INTERACTIVE PRICING TABLES

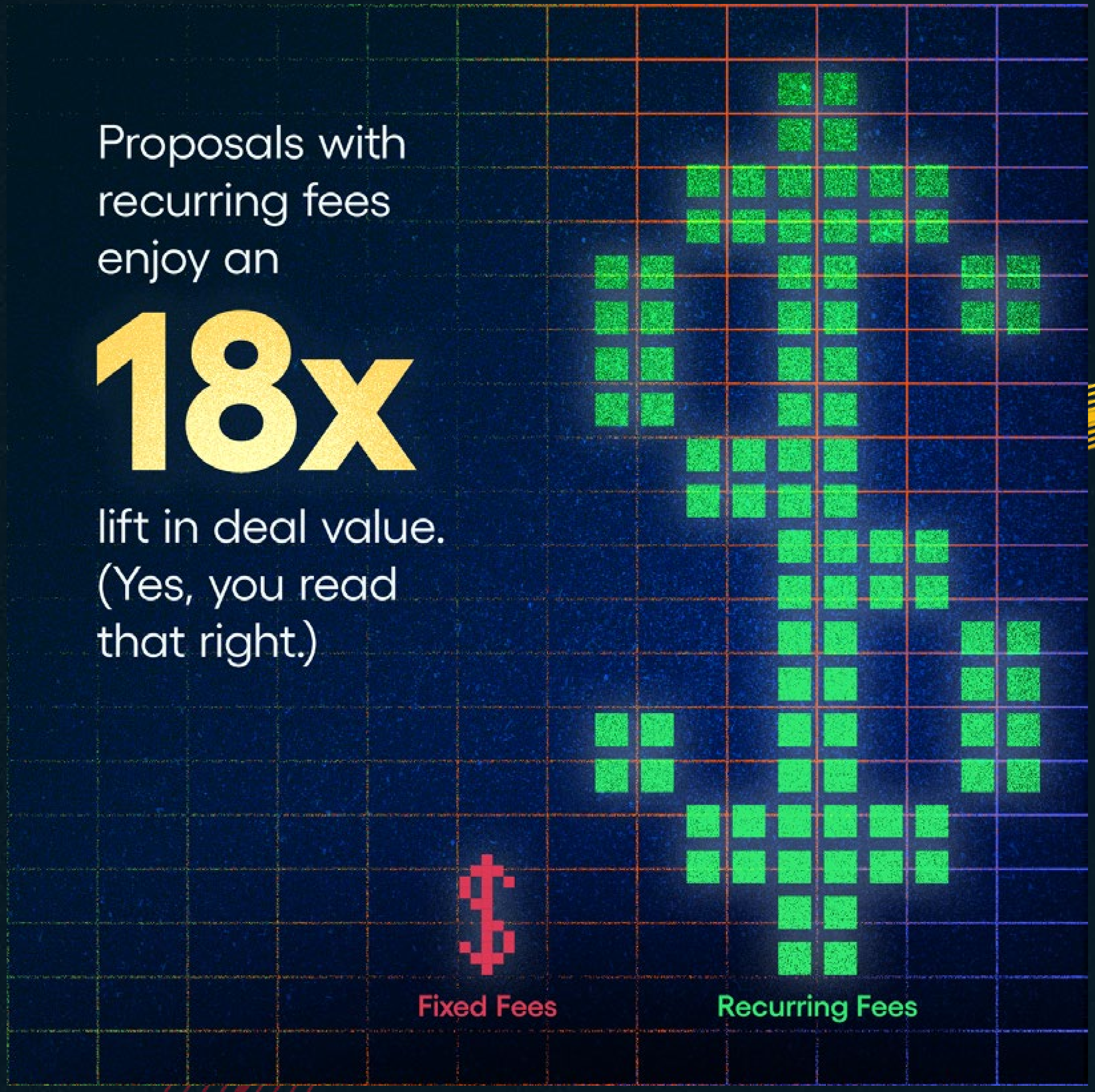
Let Buyers Build Bigger Deals

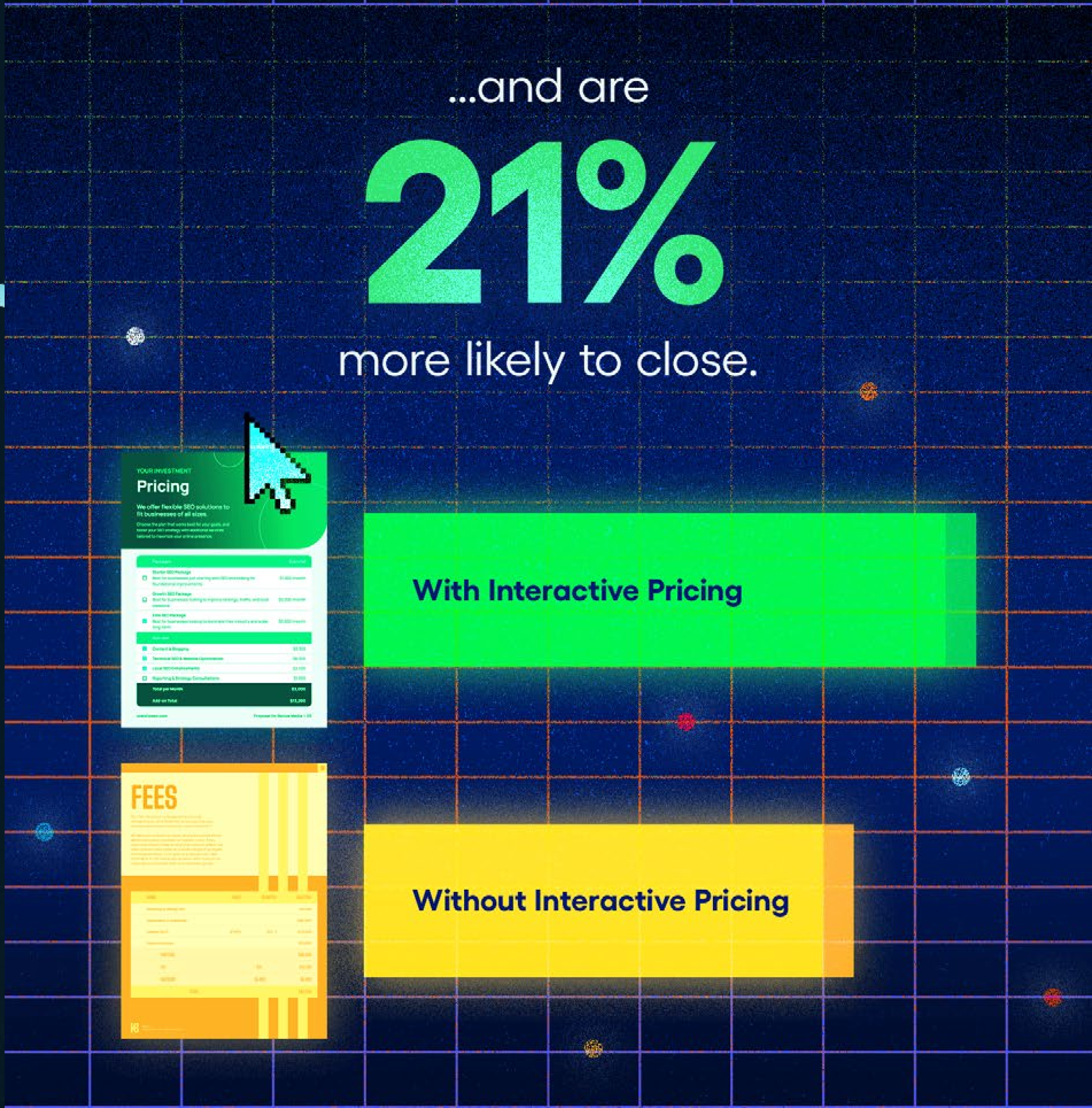
When buyers can adjust quantities, add or remove features, select upgrades, and see real-time pricing changes, something shifts.

They stop evaluating your proposal and start building their version of it. That's when deals get bigger and easier to close.

For businesses selling recurring services, the impact on deal value is even more dramatic. Proposals with recurring fees enjoy an 18X lift in deal value.

Give buyers control and they're more likely to say yes and spend more when they do.



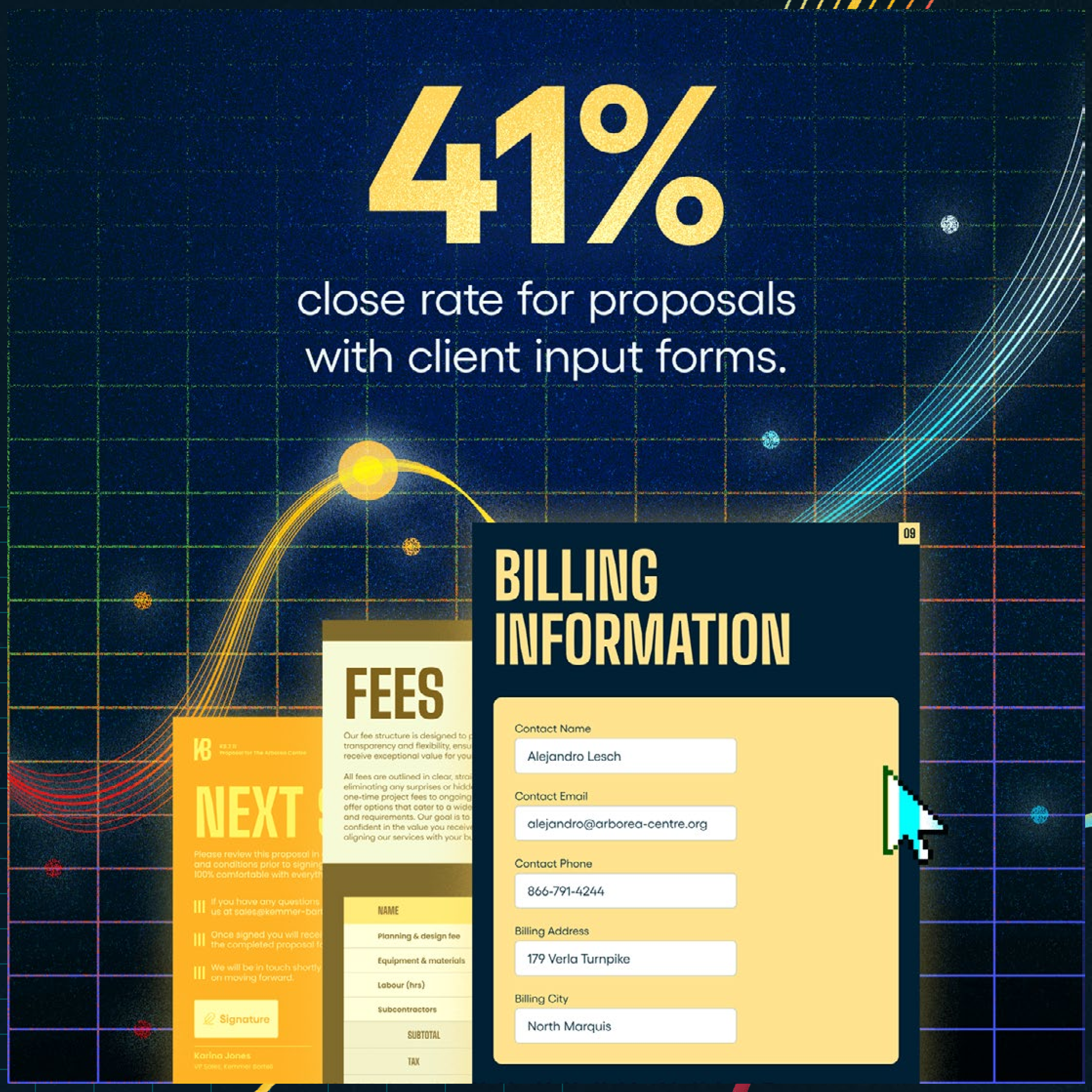


SMART FORMS

Smart Forms, Smoother Deals

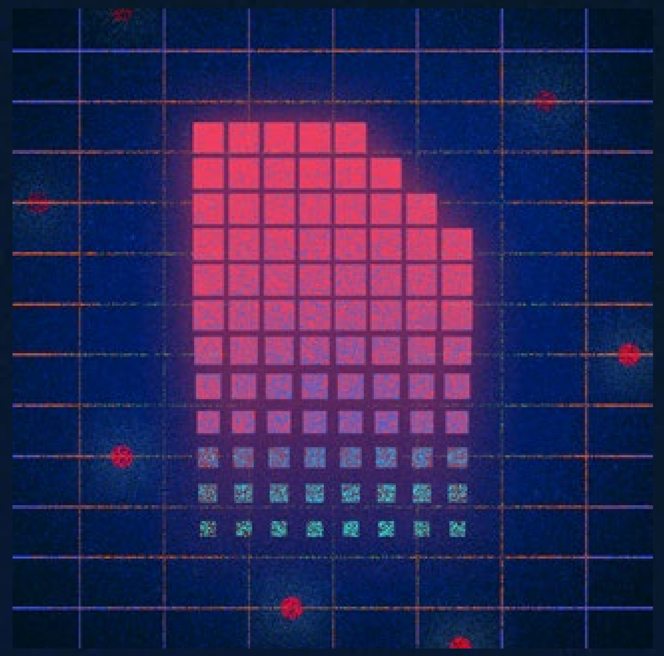
Adding fields for contact details, billing information, project specifics, and key roles keeps buyers engaged and eliminates unnecessary back-and-forth.

You'll need this info in your CRM anyway, so capture it upfront and make closing and project kick-off seamless for everyone.



The Proposal Journey

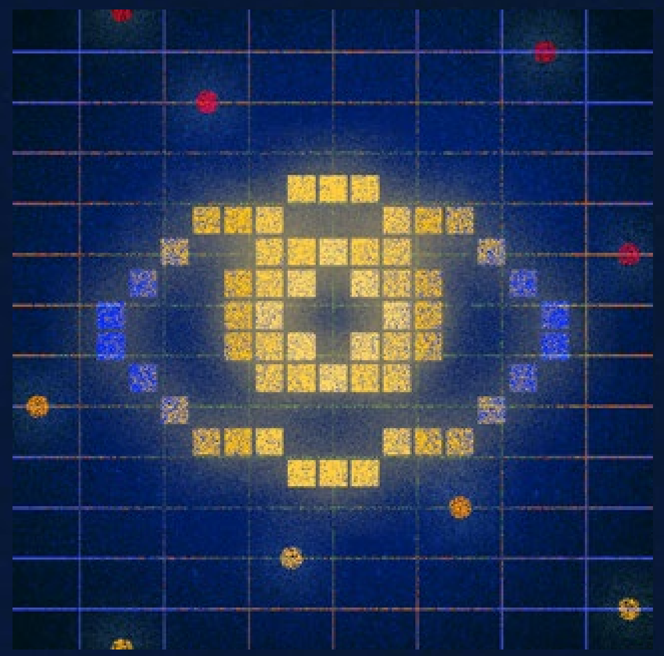
From creation to close, here's what a tight proposal process looks like. Because every bottleneck doesn't just cost you time, it costs you deals.



17 minutes

Average time to create a proposal.

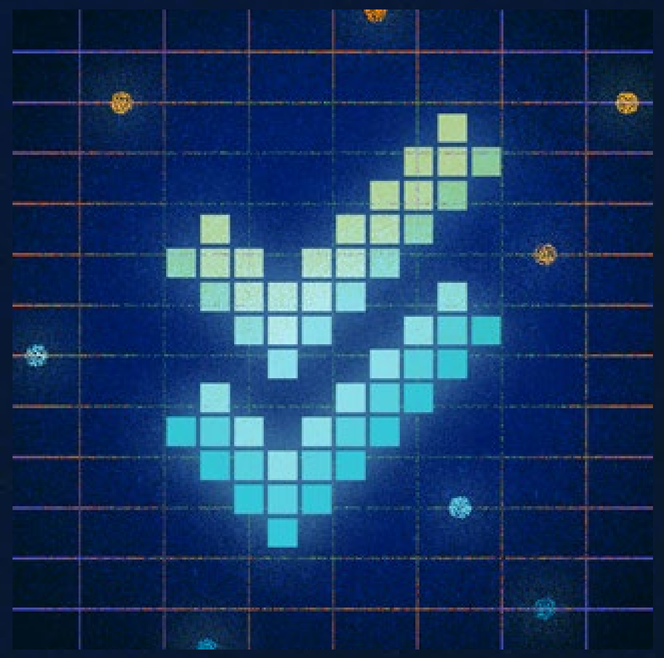
Proposal Created



34 minutes

Average time from when the proposal is sent until prospect opens it. (that's 2X faster than last year!)

Proposal Viewed



2.5 days

Average time from when the buyer opens the proposal to the deal being closed:won.

Proposal Closed

Inside the Deal

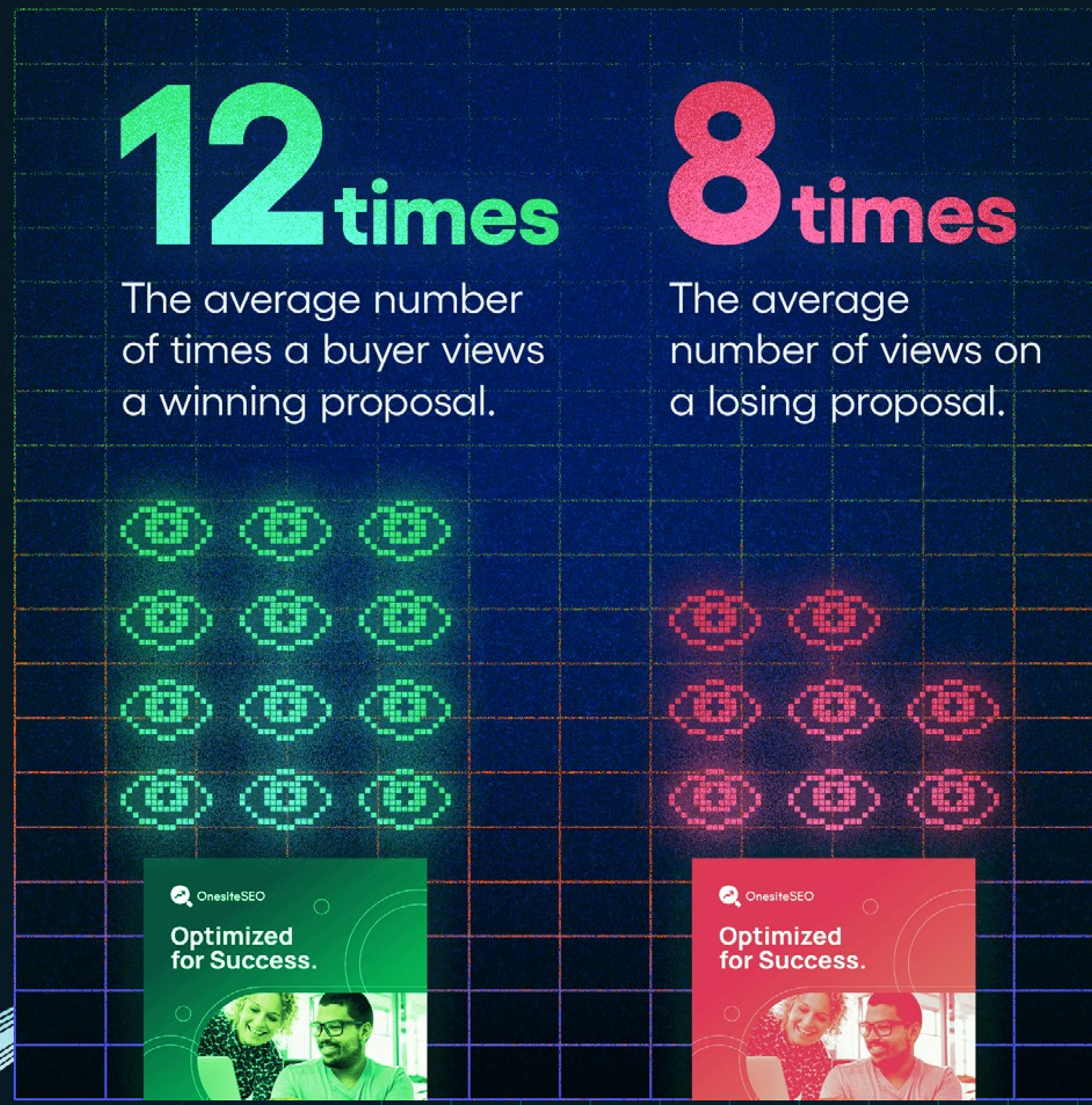
What happens between send and close, and how your next move determines the outcome.

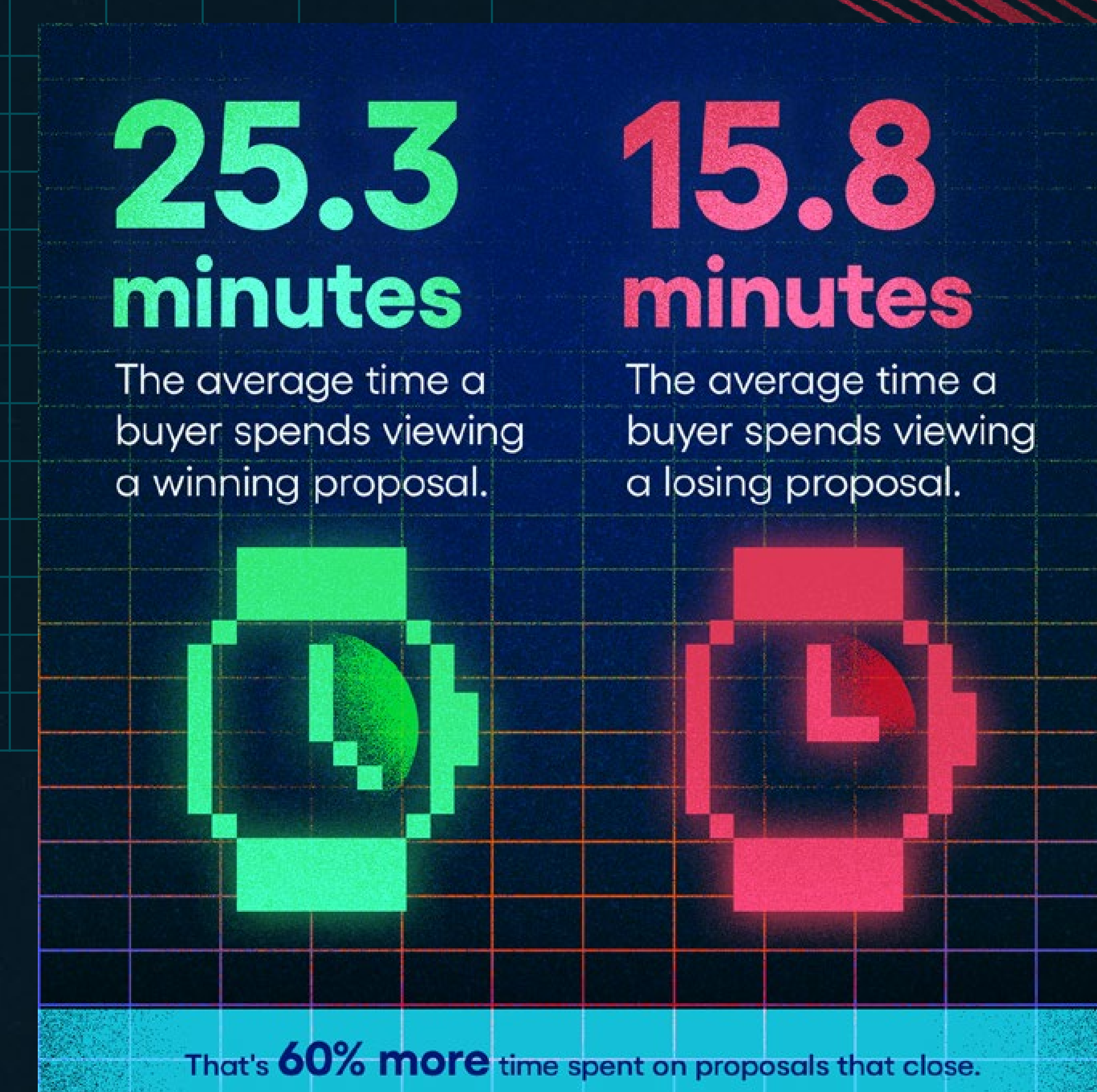
PROPOSAL VIEWS

The Clues to Closing

If you're not tracking how often your buyer views your proposal, you're missing key signals that can make or break a deal.

Buyers who are serious keep coming back to your proposal.
They share it internally.
They spend time with it.
Every view, every minute spent is a signal that the deal is alive and a sign that it's time to make your move.





STAKEHOLDERS

Multi-Thread or Miss Out

Most deals aren't approved by one person, even if you only sent your proposal to one.

Multi-threading your deals and engaging multiple stakeholders early helps build momentum by:

- **Aligning the team on the problem you're solving.**
- **Creating internal champions who help sell the deal for you.**
- **Reducing the risk of a single point of failure.**

Find out early who else is involved in the decision and make sure your proposal gets in front of them. And if you can see multiple people viewing it in your analytics, pay attention. The deal is moving internally. That's your signal to follow up.

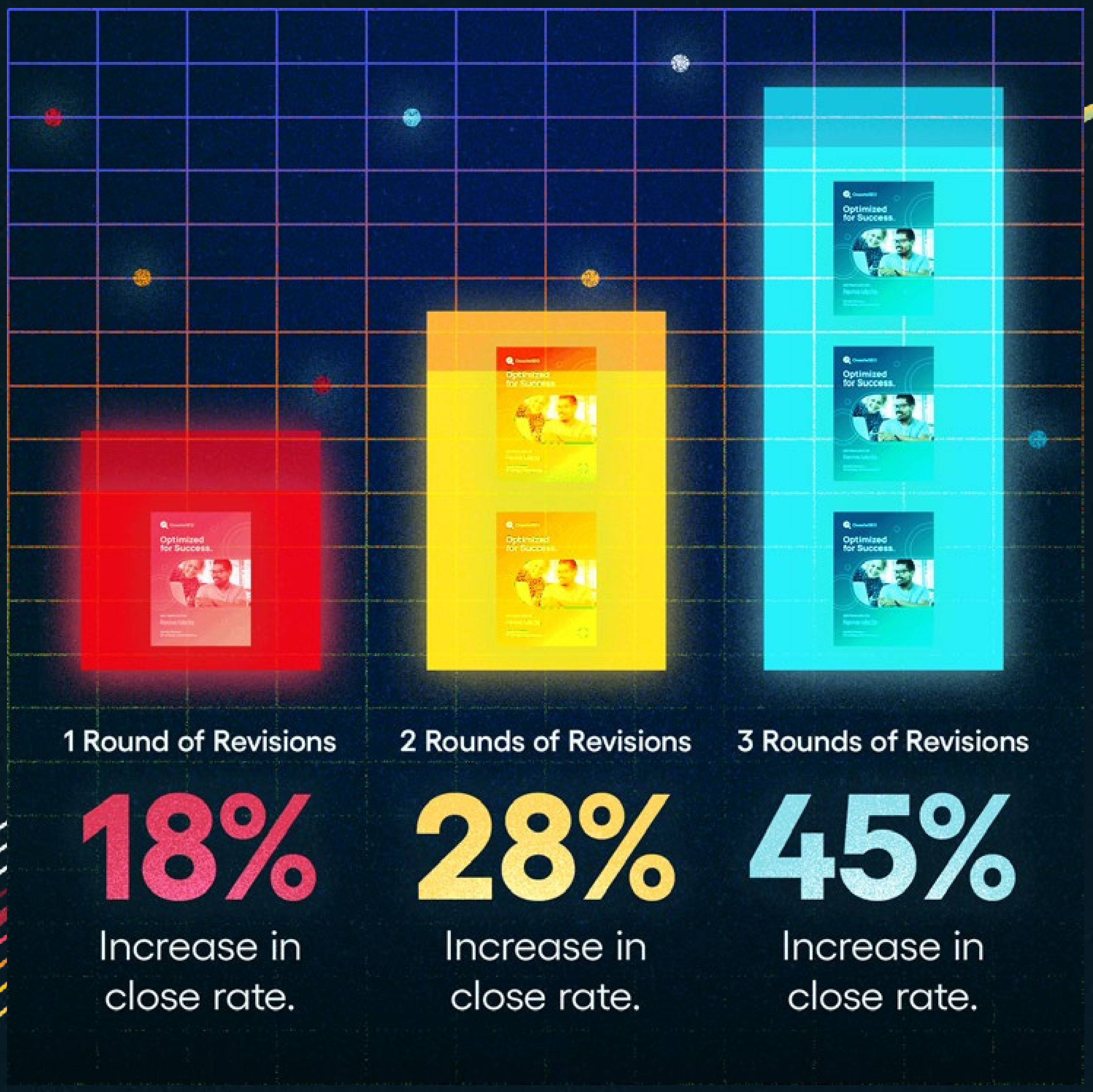
DEAL REVISIONS

The Back-and-Forth Buying Signal

When a buyer asks for changes to your proposal, that's not a problem. That's a deal in motion.

Buyer-requested revisions are a clear indicator of engagement. It's an opportunity to get on a call, understand what's behind the ask, and move the deal forward.

Don't be afraid of the back-and-forth. It's not the deal falling apart. It's the deal coming together.

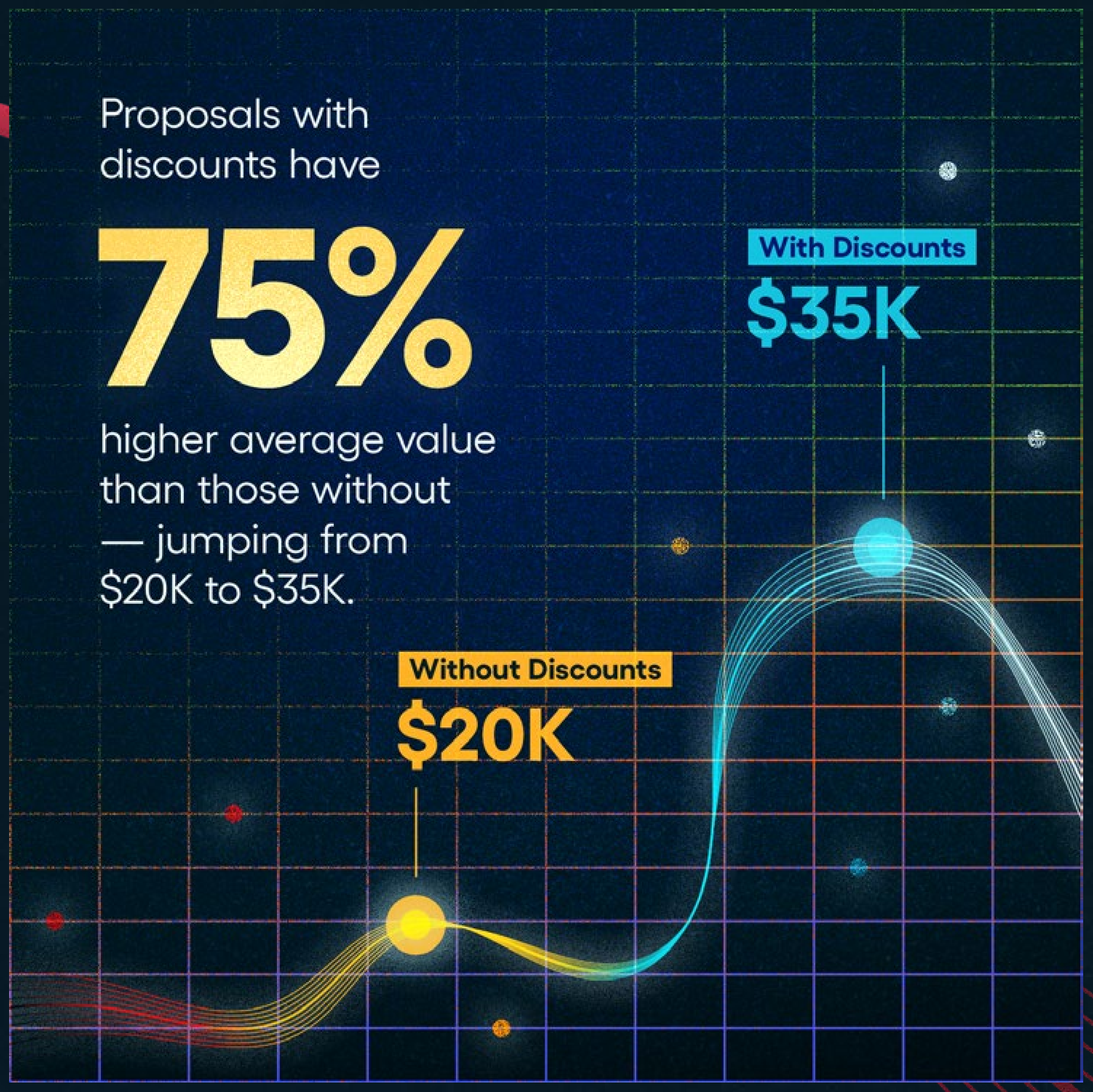


DISCOUNTS

What About Discounts?

Sometimes the revision a buyer requests is about price. Conventional wisdom says discounting means leaving money on the table. Our data says otherwise.

Discounting isn't giving something away. It's a sign of a real negotiation on a real deal. The buyers who push back on price aren't the ones walking away, they're the ones buying.



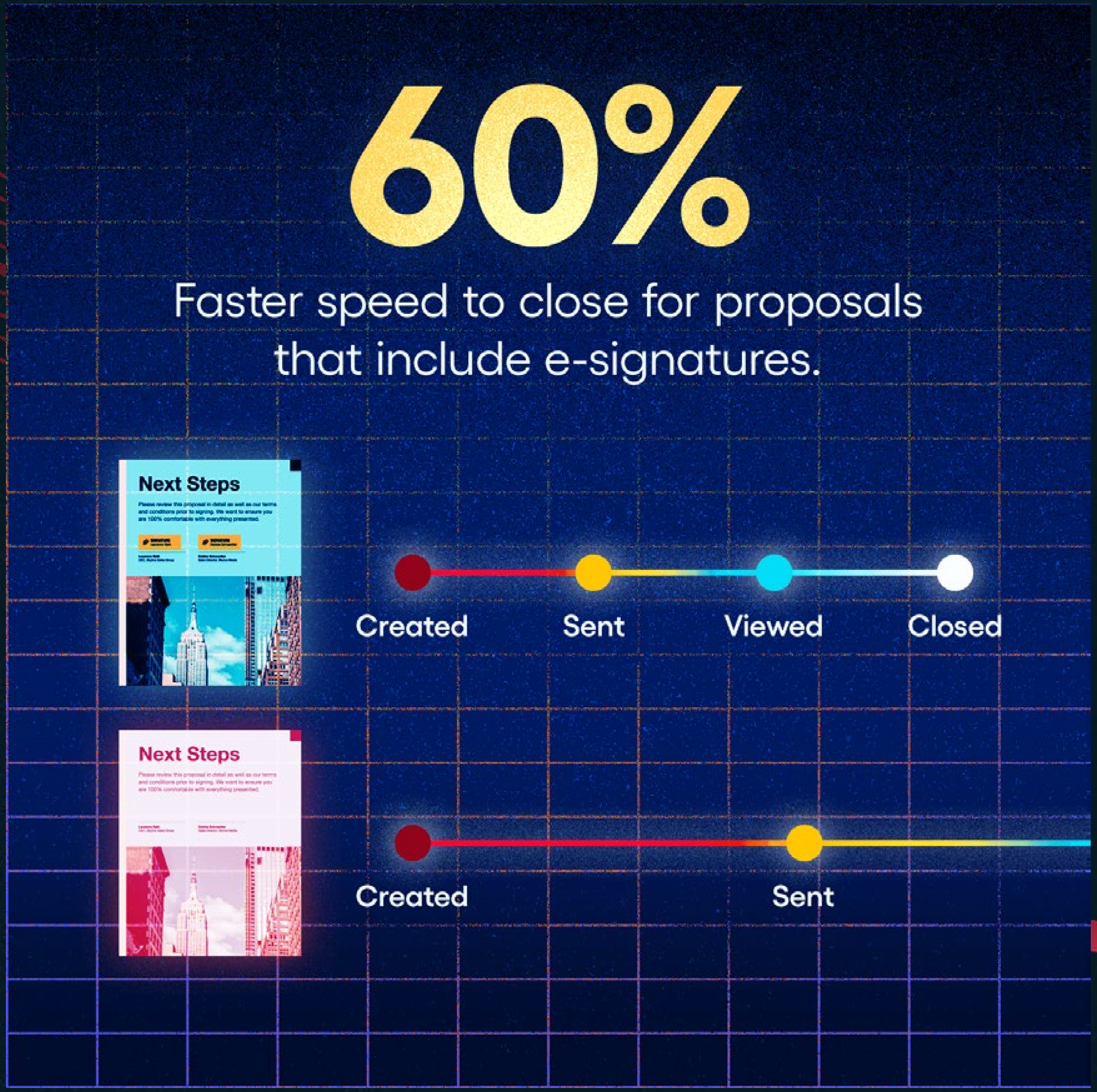
E-SIGNATURES

Sign it, Send it, Close it

When a buyer is ready to say yes, the last thing you want is friction.

Chasing signatures via email, waiting for someone to print, sign, and scan — every extra step is an opportunity for doubt to creep in and momentum to die.

E-signatures remove that friction at exactly the right moment.



E-SIGNATURES

But here's the stat that really stands out this year:

It's a small act that signals confidence. You're not waiting to see if they're interested. You're already committed. And buyers notice.

How Does Your Business Compare?

Close rates, deal values, and time to close benchmarked across industries and company size so you can see where you stand and where you need to go.

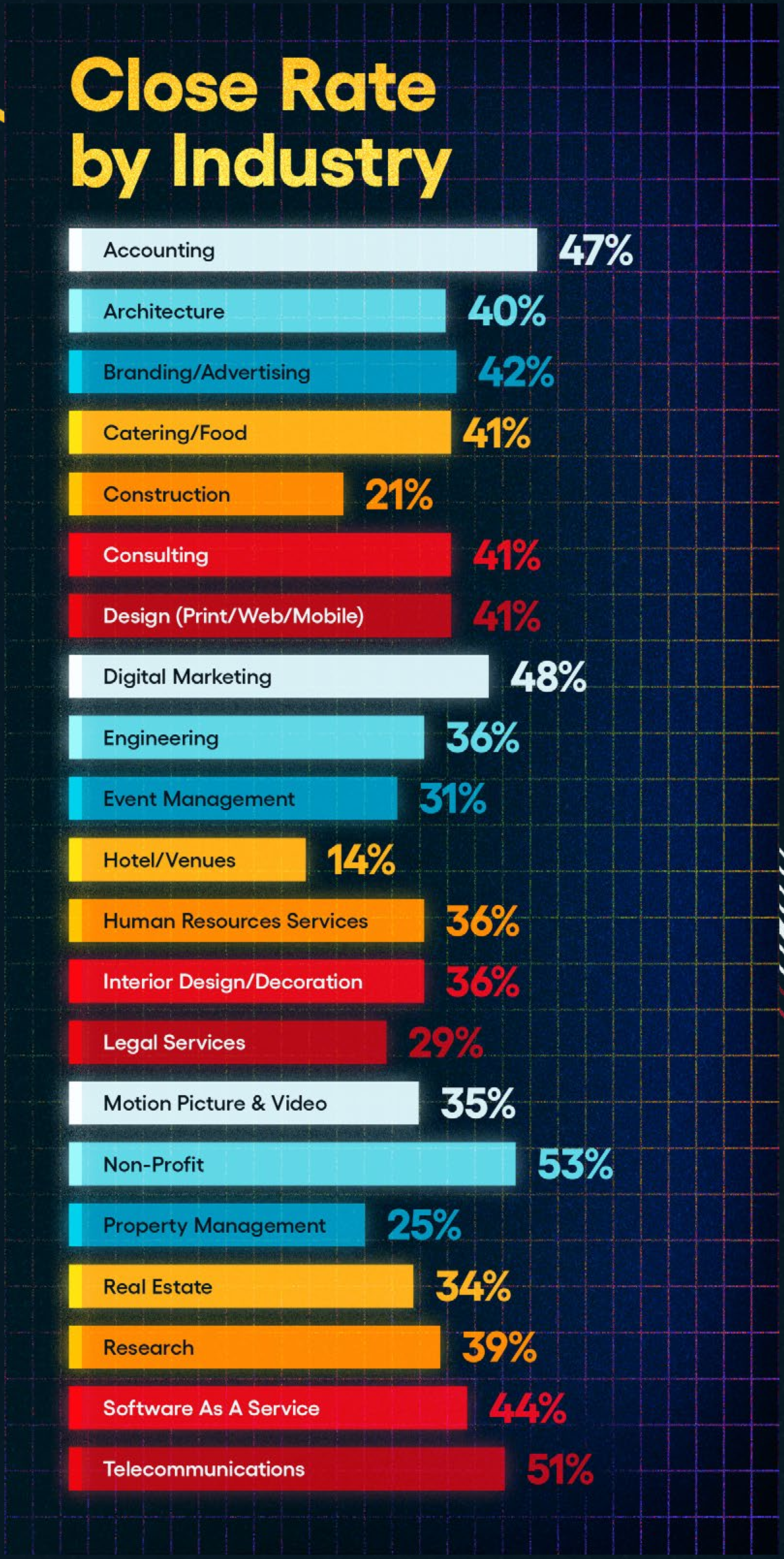
01

Close Rate by Industry

How Does Your Close Rate Compare?

While Proposify users enjoy an impressive 34% average close rate overall, we've discovered that number can swing dramatically depending on your industry and deal size.

In fact, some industries are seeing close rates up to 3X higher than the average!



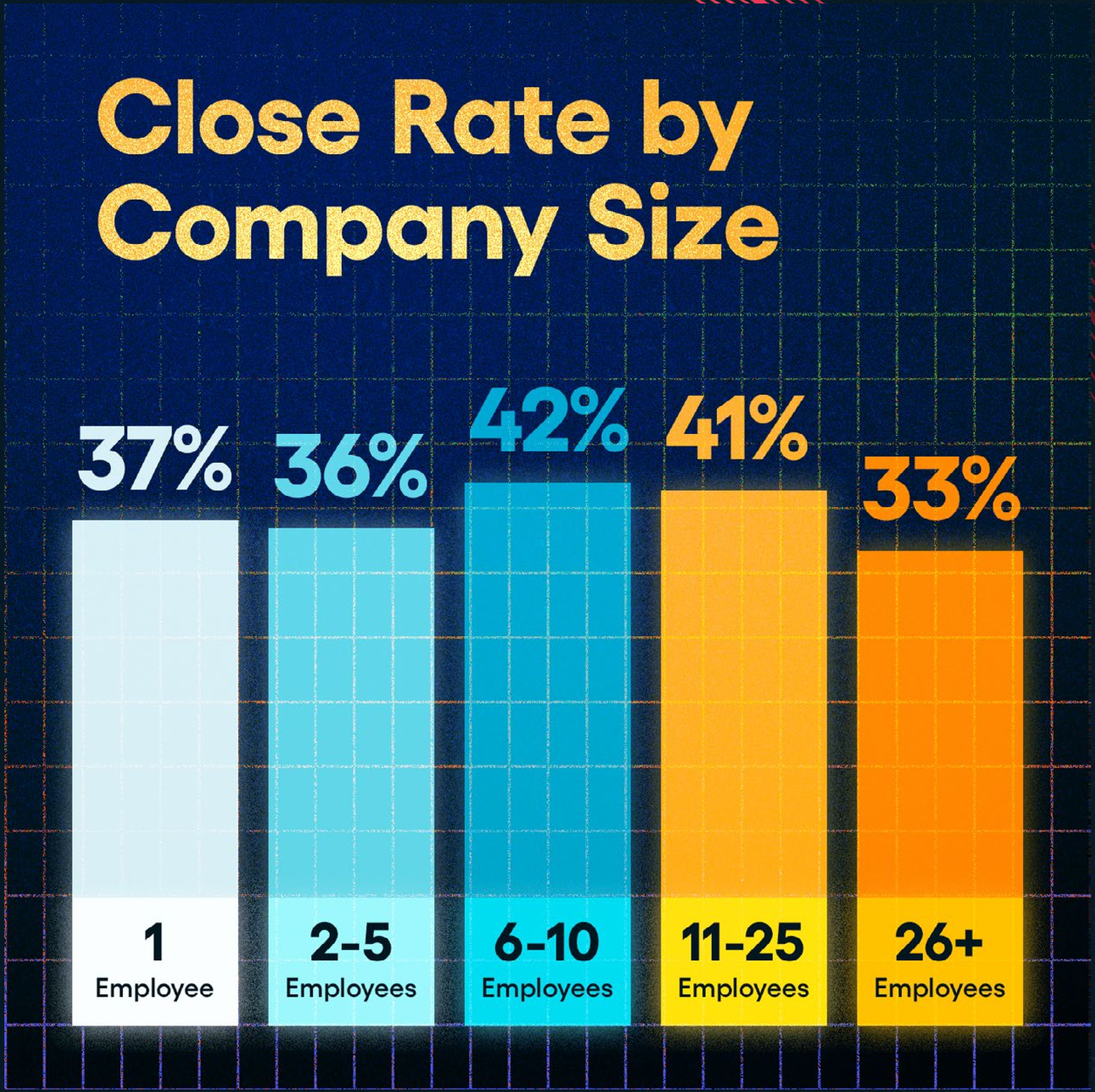
02

Close Rate by Company Size

Does Size Matter?

We were curious if bigger really is better when it comes to closing deals.

Turns out, company size does impact close rates, but not always in the way you might expect.



03

Close Rate by Deal Value

Does Deal Size Impact Your Close Rate?

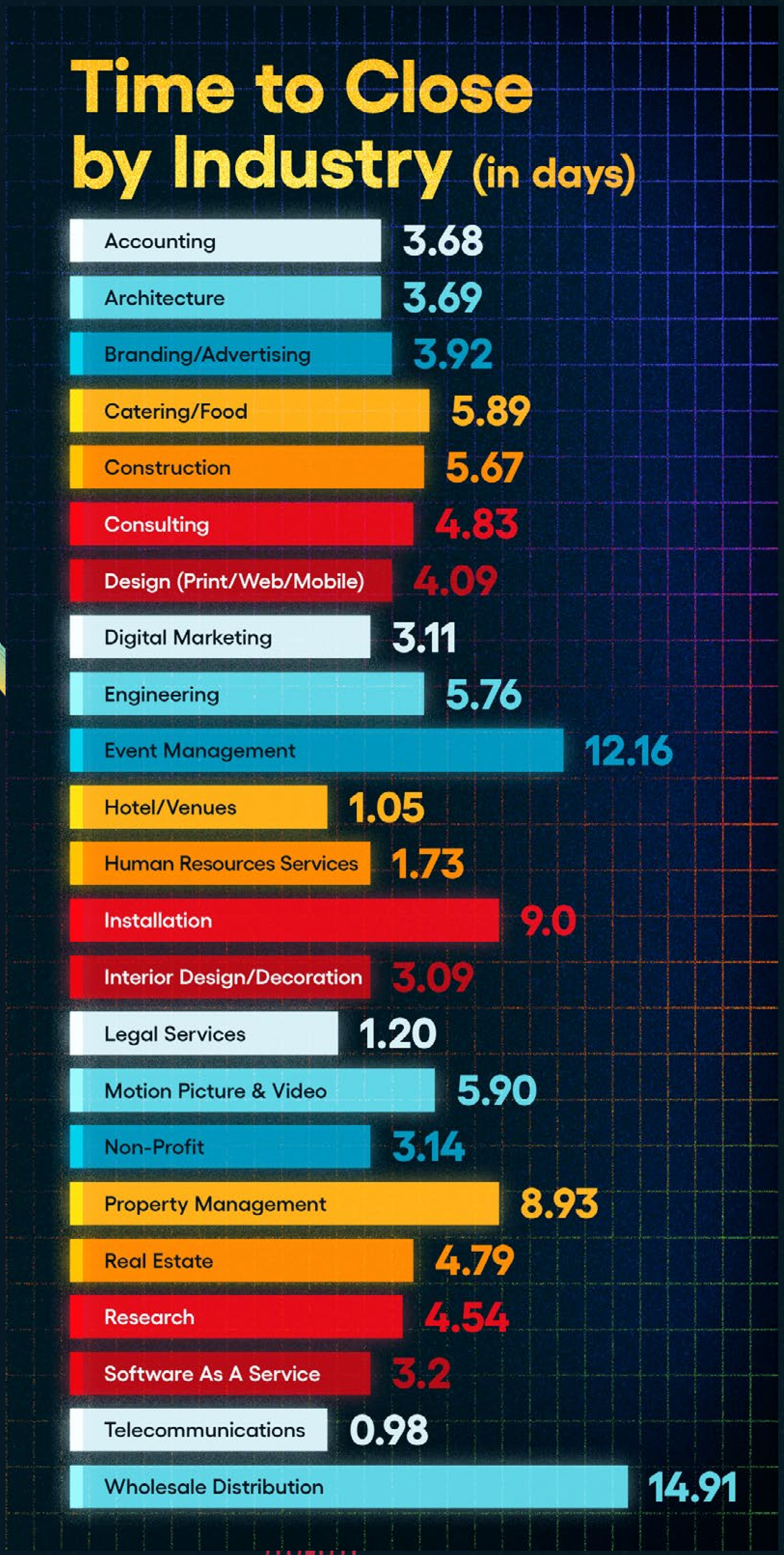
Not all deals behave the same. Smaller deals aren't always easier to win, and larger deals often come with more complexity. Understanding how deal value impacts close rates can help you set smarter expectations and build a proposal process designed to make every deal a closed deal.

04

Time to Close by Industry

How Fast are Deals Moving in Your Industry?

Speed matters in closing deals, but what's "fast" in consulting might be glacial in tech. Is your sales cycle dragging compared to your competition?



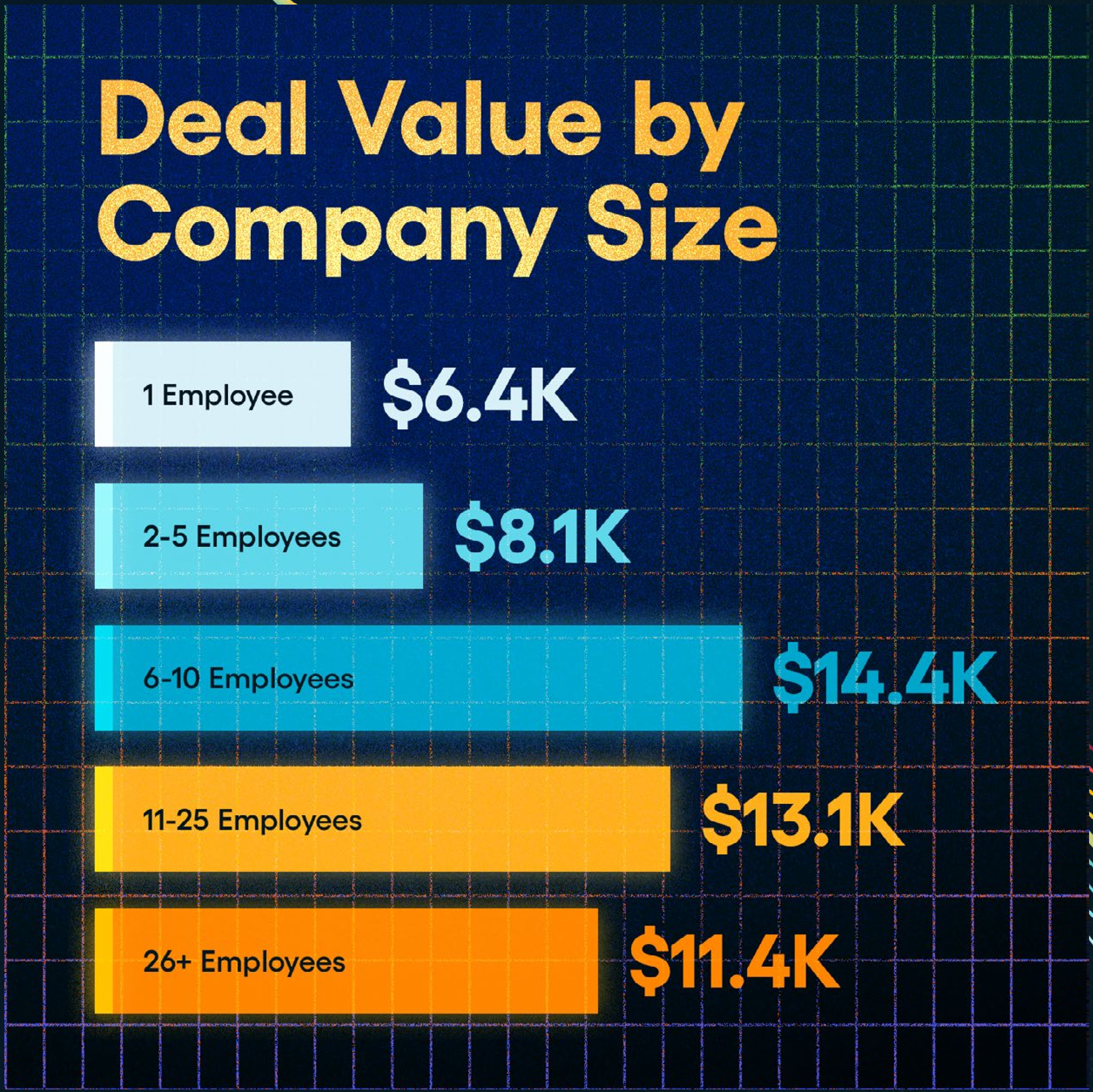
05

Deal Value by Company Size

Are You Leaving Money on the Table?

Wonder how the size of your deals stack up against similar-sized organizations? Finding your spot on this chart helps set realistic expectations for your proposals.

But don't be limited by these averages! Throughout this report, we highlight strategies used by companies that consistently secure deals well above their size bracket's typical range. Understanding these benchmarks is your first step toward exceeding them.



The Next Deal is Yours to Close

742,137 proposals don't lie. The teams that close more deals aren't working harder, they're working smarter. They're building proposals that engage, impress, and make it easy for buyers to say yes. They're watching what happens after they hit send. And they're acting on what they see. That's what Proposify is built for.

Start a free trial or book a demo at **proposify.com**

View and share The State of Proposals online

proposify.com/state-of-proposals

Proposify