

[Jody Lentz](#) is a consultant who helps teams get more out of themselves than they think is possible. He works to catalyze an organization's right brain, and helps them collectively imagine solutions and opportunities.

A single professional has the ability to provide a tremendous amount of value in services to organizations. They are very capable of delivering, yet how do these small shops successfully gain attention and close deals when competing against larger competitors? Delivery of your communications is key and regardless of the organization, simple emails with attached (PDF) proposals continue to be the norm. With Populr Jody has taken his proposals to a whole new level. The ability to create customized one-pagers that function just like his organization's webpage allow his prospects to stay engaged with what's presented in front of them. Before Populr Jody used to deliver PDF proposals with static content that flowed vertically down multiple pages requiring much more effort for a prospect to comprehend the details of the services.

Feedback

Clients are now engaged and can understand quickly what is being delivered to them. According to Jody the responses have been nothing but positive. Even in cases where there was not a fit, prospects have gone out of their way to show how impressed they were with the message.

Trackability

Populr's one-pagers are trackable. Meaning you will always know if your prospect opened the page and exactly what was clicked on. In this case, the proposal! An important aspect of sales is knowing when to follow-up. Jody described that he follows up immediately after he is notified via email that his one-pager was opened up by a prospect. Knowing this information allows him to get to the next step much faster. Even if the deal falls through, the fast turn-around time allows him to close the loop and move on to the next deal. He explained that switching to Populr has lead to a 12-hour turnaround time.

The Process

Putting together a customized proposal for a prospect is just as fast as putting together the PDF. With Populr templates you always have a place to start. Just select the template and only customize the content that's relevant to the client.

Populr give professionals the power to stand-out with communications that are personal, engaging, and maintain their branding over the web. Jody's "[Think with your hands](#)" homepage acts as the foundation for his personalized proposals. For Jody Lentz, Populr has allowed him to easily create and deliver online trackable proposals that are attractive, interactive, and flow like a webpage.