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IMPORTANCE OF PROPOSAL STAGE

As mentioned in the '*Communications*' section, design professionals should understand that contract negotiations really begin with the first contact with the client. Not only will clients assume that design professionals have 'bought in' to their projects, they will base contract negotiations on what they believe was agreed to in those early encounters. The task of educating the client is one many design professionals take seriously. They initiate the learning as early as possible so the ideas that came up in a 'brain-storming' session on one day do not appear as inflexible contract conditions the next.