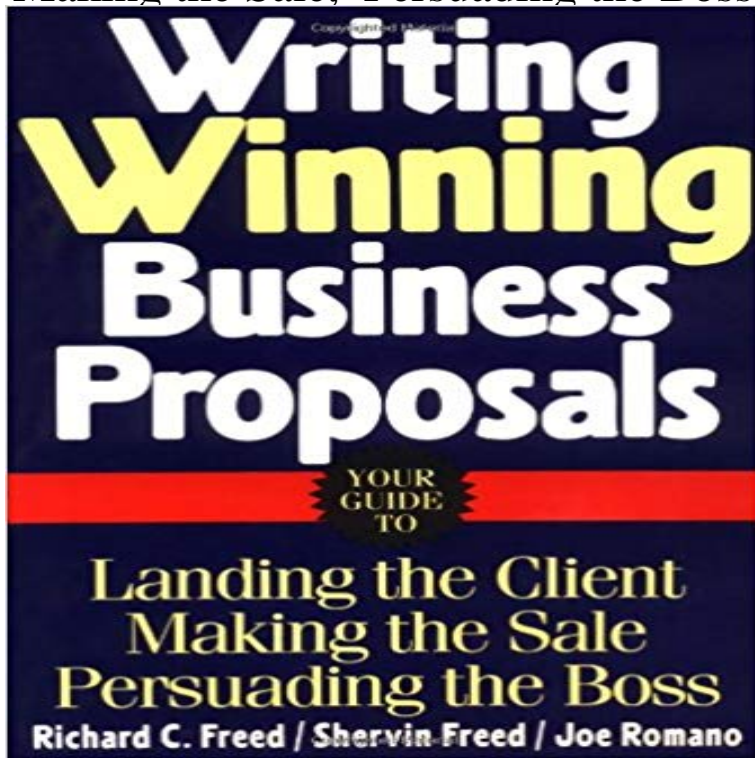


# Writing Winning Business Proposals: Your Guide to Landing the Client, Making the Sale, Persuading the Boss



Are your business proposals good, but perhaps not good enough? One leading management consulting firm recently lost a major project by 5 points out of 1000, one-half of one percent! With the gap between victor and also-ran so narrow, and the stakes so high, your proposal must give you every advantage. Here is the guide that will give you the edge, especially in tough times. The secret is the authors rigorously systematic yet easy-to-learn method for creating proposals. This method has been proven to win business, especially in complex sales involving multiple buyers - each bringing different buying criteria to the final decision. Part One of this book shows you how to probe and present the logics of a proposal: the logical relationship between the potential clients current situation and desired result. You will learn to ferret out key information (often unwritten and unstated) in order to address the discrepancy between where the organization is and where it wants to be. However, because most people buy for psychological as well as logical reasons, Writing Winning Business Proposals also focuses on proposal psychologies. Part Two shows you how to assess all members of the evaluation committee, determine their individual hot buttons, and craft a proposal strategy that has collective appeal. You'll discover new ways to crystallize and develop key proposal messages and themes - and thus convince decision makers that you have heard and understood the issues from their respective points of view. Part Three offers specific strategies for weaving these elements into a web of persuasion. Just as Beethoven repeated musical themes throughout his symphonies, the authors write, you want to play your themes throughout your proposal. Because presentation is also crucial, there are effective techniques to help you make your writing, visuals, and page design more powerful and persuasive. To help you

experience and practice the books concepts  
step by step, most

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