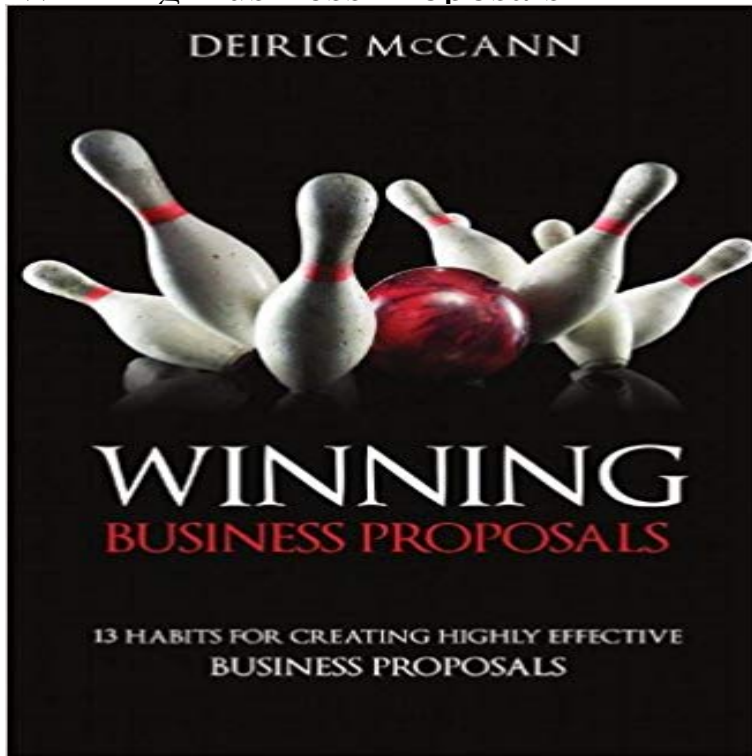


Winning Business Proposals



Most proposals are dreadful totally off target, poorly written, amateur in appearance, and positively painful to read. That's why those who have mastered the art of designing, writing and presenting Winning proposals win so much more than their fair share of the business they pursue because their proposals stand out from the mediocre crowd; they create proposals their prospects and clients actually want to read. Effectively analyse the clients requirement, construct the best possible solution to that requirement, write it in the clients voice, make it look better than the rest, and present it in a professional and compelling manner and you too will win more than your fair share of the business you pursue. That's what it is to write Winning business proposals. Learn the 13 habits that will make all of your business proposals highly effective Winning proposals. Winning Business Proposals provides you with all of the tools, techniques and advice that takes you from first contact to a winning the business step-by-step. In 13 practical and informative chapters you'll learn what the 13 habits shared by the most successful proposals sellers. You'll learn:

- * How to write your proposals more quickly and accurately than you ever thought possible*
- A starting structure for your proposals that will overcome writers block and get your proposals started and finished on time*
- How to use a proven proposal structure that makes your compelling reading*
- How to analyse client requirements quickly and accurately*
- How to design a perfect solution that the client will feel they designed*
- How to use a Pre-Proposal Review to win an incredible edge over any competition*
- A way of employing communication psychology to use words and tone that make the client feel as if they write the proposal themselves*
- An approach to creating attractive proposals that stand out from the competition*
- How to select a proposal strategy that makes you

stand apart from all competition before you've even written a word* A powerful technique for quickly and accurately analysing even the most complex client requirement* How to make a winning proposal presentation* How to use Solution Mapping to create a perfect solution to every client requirement Write short letter proposals on occasions where a full-blown proposal might be too much* How to double your proposal win rate by carefully selecting the business you can win This book will make all of your proposals WINNING proposals start writing superior proposals today

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