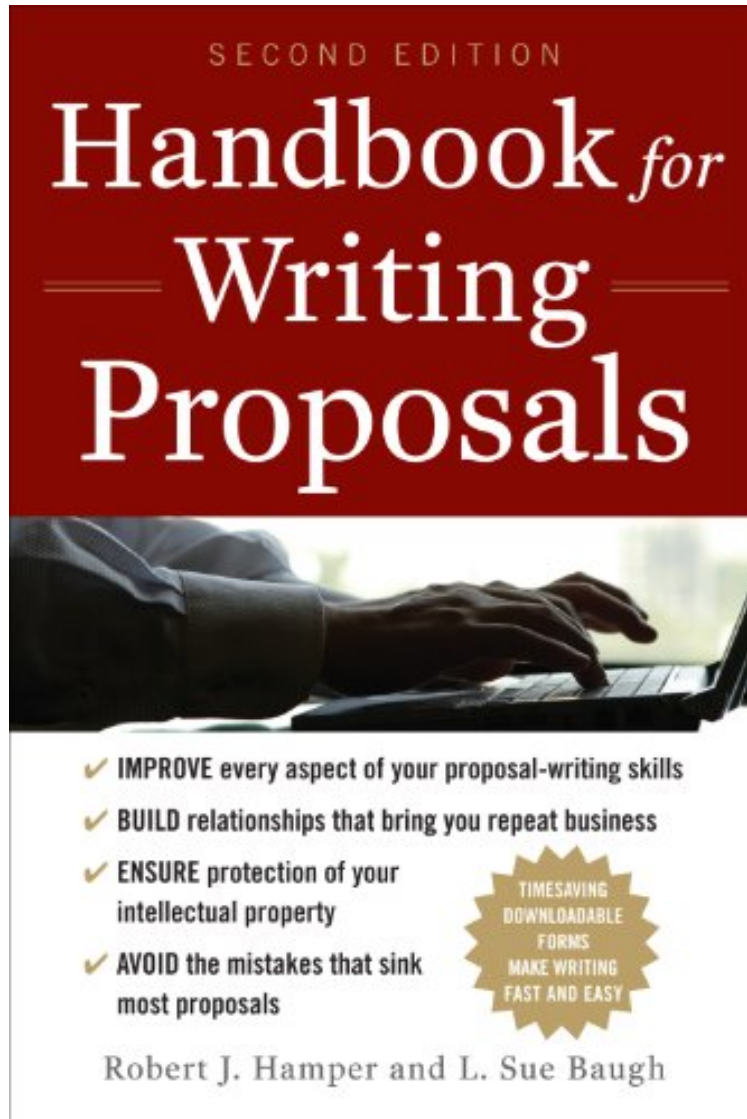


Handbook For Writing Proposals, Second Edition (Business Skills and Development)

Robert J. Hamper, L. Sue Baugh
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It's well written, gives a solid process for making the bid/no-bid decision, and has forms, examples and checklists throughout. I pretty much adopted Hamper's 9-step process, with some enhancements and modifications gleaned from other sources. It will be a frequent point of reference. 5 of 5 people found the following review helpful. Director of Corporate Computer and Telecommunication sales By MJK This book has topped the first edition by filling in all the left out material and updated all current material to make it the "go to book" for proposal writing. The downloadable forms are excellent and saves me and my staff many hours rather than starting from scratch, and that alone is worth the price of just the book. It is written at a level that all can understand. The ebook is great, for my people are on the road a lot and can constantly keep up the material. I can not wait for their web site with more examples and interactions. I see nothing left out of great significance. I have had my entire national sales force purchase this book for their proposal writing on selling our products and services. Most people think that proposal books are only for grants, and the like. But the majority of proposals are from sales people in selling their products to their target audiences. This book excels at that. The American Marketing Association has backed this book at a meeting for the reasons just cited and more. So far, my expectations have been far exceeded. This is a must have book and also to keep in your reference library. M. Kip 0 of 0 people found the following review helpful. Five Stars By Tim G Easy-reading guidebook for proposal writers

Proven techniques and invaluable advice for writing winning business proposals—revised and updated! What makes a winning business proposal? It highlights your skills and services, meets your client's needs, and clearly sets you apart from the competition. Since 1995, Handbook for Writing Proposals has helped thousands of professionals develop winning proposals. This exceptional handbook guides you through the unique nine-step proposal-writing process from the initial RFP to the client presentation. In this revised and updated version, the authors show you how to: Choose the RFPs that give you the best chance of success Showcase your company's skills and services Set realistic time/cost schedules and budgets Avoid the mistakes that sink most proposals Build client relationships that bring you repeat business Tailor your writing for an international business audience The second edition also offers you a wealth of downloadable forms and checklists that you can adapt for your own proposal-writing process. Whether you own your own business, need to train your corporate staff, or simply want to improve your skills, Handbook for Writing Proposals, second edition will show you how to profit from every proposal you write. Praise This book guides you through the process of creating the best impression of your sweat equity to your customer. Whether you need to polish up and improve every aspect of the proposal or just certain elements, this book will fill the need. Remember, the economics of gain only occur when a customer feels yours—you've fulfilled a need and created value. Paul V. Baron, President, In-Store Bakery Division, The Quarter Oats Company Handbook for Writing Proposals offers a wealth of down-to-earth, practical guidance on all phases of proposal writing. The book is well organized and full of concrete ideas that are easy to include in real-life situations. The sample letters, checklists, budgets, and proposals are extremely valuable. This book is a great resource for anyone whose success depends on convincing others through the proposal process. Richard M. Sawdey, Former Vice President and Secretary, R. R. Donnelley Sons Company

From the Back Cover In this easy-to-use, concise, and thorough handbook, two veteran business professionals guide you through the entire proposal-writing process, from the initial contact through completion and followup. You'll benefit from the authors' expertise and insight on: Which jobs to target—and which to pass up Setting up a strong proposal team Evaluating potential projects Preparing schedules and identifying tasks Writing and producing a first-rate proposal Delivering a show-stopping client presentation In their unique nine-step proposal-writing process, the authors demonstrate how even a first-time proposal writer can create a winning proposal. Throughout the book, you'll follow a case study of a proposal-writing team in action, and chapter checklists, summaries, and samples will keep you on time, on track, and on budget. If you want to profit from every proposal you write, the Handbook for Writing Proposals will show you how. In nine easy steps, you can produce and deliver professional, polished, and profitable proposals every time. About the Author McGraw-Hill authors represent the leading experts in their fields and are dedicated to improving the lives, careers, and interests of readers worldwide