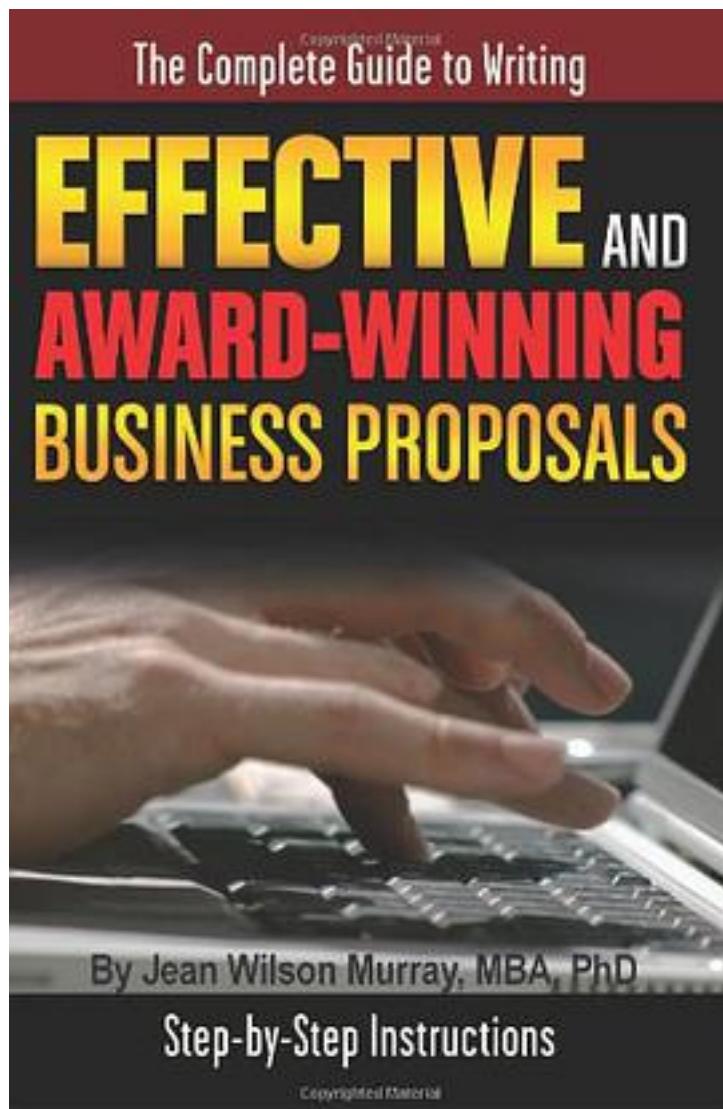


Complete Guide to Writing Effective and Award-Winning Business Proposals



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What do you do when you are trying to get your company off the ground and attract new customers? You write a business proposal, which is essentially a bid for business that can be either solicited or unsolicited. Business proposals cannot be thrown together at the last minute; they take a large amount of planning, writing, and revising. This guide will walk you through the process, providing you with an easy to follow and easy to understand method of writing a successful business proposal. In this new book you will learn about the various parts of a business proposal, including the cover letter, contact details, executive summary, solution description, success stories, references, costs breakdown, case studies, company profile, methodologies, and project milestones and deadlines. You will also learn the five key elements of effective business proposals: solutions, benefits, credibility, samples, and targeted. Furthermore, you will learn how to write persuasively, how to analyse your proposal, how to write an effective vision or mission statement, how to understand and meet your client's requirements, how to write client-centred proposals, how to establish credibility, and how to structure a letter and a formal proposal. In addition, this book is filled with outlines, suggestions and tips. This guide will teach you how to create consistently successful proposals that bring in new clients and contracts and impress your peers and senior management. Whether you are a new business trying to win contracts or you are an established business hoping to pick up some new tips, this book will help you achieve your goals.

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