

Writing Winning Business Proposals



**RICHARD C. FREED
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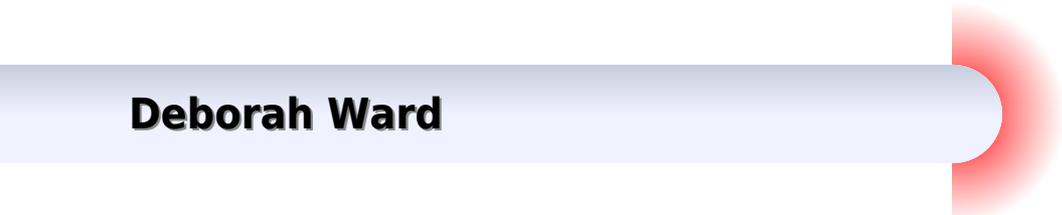
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The Consultants' Survival Guide Marsha D. Lewin, 1997-03-28 Practical advice from Marsha D Lewin On success as a consultant Over these decades of consulting the most successful consultants I ve known were self starters whose enthusiasm individualism and drive did not blend with big business norms They saw a problem identified what needed to be done and went on to solve it They didn t wait for committees to pass on the idea and to run it up the corporate ladder for serial approval On surviving in a cyclical economy Plan ahead for the inevitable downturn in the economy That s clearly the way to be in the best position to be able to endure the hard times The down cycle may not be accommodating enough however to hit us after we ve put away all the money we had planned on and will need for the future That s why advance planning strategies must be supplemented by strategies to cope with an existing economic peril And once you ve made it through the dangerous times you ll want to evaluate your situation to ensure that you adjust your strategies from survival mode to those that enable you to plan ahead until the next threat On strategy Strategies are fundamental mental and emotional underclothes visible only to you and yours Our strategic plan is the mooring the underpinning that we use as our target for the tactics with which we deal in our daily lives On controlling expenses I emphasize reviewing your expenses periodically because situations change and pricing of various options changes as well If you make decisions on a never again basis you might find you are paying way too much for the basic services and you are merely causing yourself to work harder to stay in the same place from The Consultant s Survival Guide When businesses government agencies and other organizations are faced with problems they can t solve on their own they turn to you the management consultant for expertise perspective and rational solutions But what happens when your business is threatened by forces you can t control Who helps you put your problems in perspective analyze your situation and find a remedy Is there a consultant s consultant There is now In her thirty years as a management consultant Marsha D Lewin has seen it all the booms the busts the endless uncertainties She knows that some consultants ride out the tough times with relative ease while others equally talented are quickly overwhelmed In The Consultant s Survival Guide she reveals 14 strategies that will keep your consulting practice going through good times and bad and she offers specific tactics you can use to make sure your strategies succeed You ll learn how to Cut expenses in hard times without undercutting the quality of your services Keep your fees up and your clients smiling Avoid giving away the store when writing a proposal Ensure that your work produces a tangible result for clients Use downtime to build up your business Expand the geographical perimeters of your client base Market your services without spending a dime Develop and maintain a reputation as a competent conscientious reliable consultant Many of the strategies and tactics you ll discover in this book will help boost your profits in any business climate Others are rules to live by that should influence every action of your professional life All are practical steps that you can implement easily to make your practice stronger more profitable and more fit for survival starting today

Persuasive Business Proposals, 3rd Edition Tom SANT, 2012 Writing a winning proposal has always been an important part of sales In recent years it has become vital But many companies are still

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Encyclopedia of Business Information Sources Gale Group,2003 Each updated edition identifies nearly 35 000 live print and electronic sources of information listed under more than 1 100 alphabetically arranged subjects industries and business concepts and practices Edited by business information expert James Woy *The Publishers Weekly* ,2003

Strategies for Business and Technical Writing Kevin J. Harty,1985 *Encyclopedia of Business Information Sources* James Woy,2001-09 *Peterson's Compact Guides* ,1998 *Small Business Sourcebook* ,2010 A guide to the information services and sources provided to 100 types of small business by associations consultants educational programs franchisers government agencies reference works statisticians suppliers trade shows and venture capital firms *Telecommunications* ,2002 *Literature* Edgar V. Roberts, Henry Eyster Jacobs,1992 **Macworld** ,1992 *Canadiana* ,1985

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