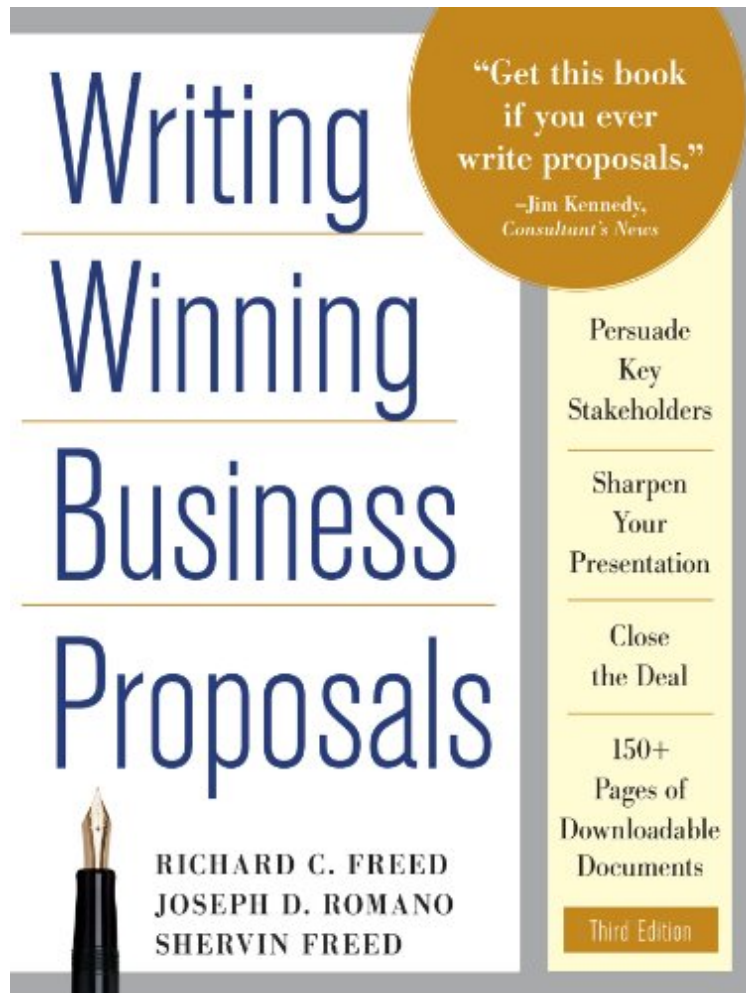


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Writing Winning Business Proposals, Third Edition

Richard C. Freed, Shervin Freed, Joe Romano
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Richard C. Freed, Shervin Freed, Joe Romano : Writing Winning Business Proposals, Third Edition before purchasing it in order to gage whether or not it would be worth my time, and all praised Writing Winning Business Proposals, Third Edition:

2 of 2 people found the following review helpful. Get past the glad-handing style and you have a solid methodBy CustomerI've used this book in my proposal writing classes for years. As the previous reviewer says, the book is written in a glad-handing style that probably has to do with its primary audience, businesspeople who are worried about writing proposals. But get past that and you find a solid, complex method for multidimensional audience analysis.The book is in two parts. In the first, Freed discusses audience analysis - not the simplistic kind of audience analysis we often get in introductory writing courses, but a complex kind that helps you see your audience as composed of stakeholders who don't necessarily have the same background, goals, or criteria. Freed breaks down this process expertly, using worksheets to help you track the complex moving pieces of the proposal. By the end of the first

section, you should have a good understanding of the dynamics and you should be able to identify and weight criteria that your audience might not even be able to name. In the second part, Freed takes you through the steps of developing a proposal based on these worksheets. Freed is interested in argument structure and layering persuasion here, and his process allows you to make sure that your argument is coherent, consistent, and responsive to complex audience concerns throughout. One key insight Freed emphasizes is that most people won't read the whole proposal - some may be asked to just read the methods, the budget, or the benefits, for instance. So it's critical to ensure that the basic argument shows up in any given section. (It may help to think in terms of fractals here.) In my experience, students quickly generate decent proposals if they've taken the time to do the worksheets. Even though I've given the book five stars, it's not perfect. But it's far and away the best expression of deep, multidimensional audience analysis I've seen in a textbook. If you're interested in writing persuasive proposals, take a look.

3 of 3 people found the following review helpful. Must Read Book!
By Jane L. Thilo
My colleague had been recommending this book to me for about a year and I had never gotten around to reading it, but once I did, I regretted not having read it sooner. I won't say this was an easy book to read because it is so meaty. It requires study and discipline to go through the steps laid out in the approach. I've completely changed the way I think through new business opportunities and the way I write proposals. Since I read this book several months ago, I've won all but one opportunity I proposed on using Freed's approach and the only reason I lost one, is that the client decided not to pursue the project at all. I highly recommend this book.

2 of 2 people found the following review helpful. A must-read for professional services providers
By Rich Doherty
Very few books can change the way that you think about your work, but this is one of them. Writing Winning Business Proposals is a powerful mix of stimulating thinking models, practical application tools and useful advice about how to combine the two into effective use of the ideas and methods presented by the authors. My only quibble with the book is its title; writing proposals is only part of the scope covered. There is a wealth of valuable information about how to think about pursuing clients and work that informs the authors proposal methodology. After nearly a decade of use, I am constantly struck by how often I refer to their basic principles when discussing clients and opportunities with colleagues.

Winning proposals that turn prospects into clients
Based on the proposal-writing system used at A.T. Kearney and KPMG Peat Marwick, Writing Winning Business Proposals features proven strategies, along with worksheets and other tools that clearly show clients what they want and will easily seal the deal. Thoroughly updated, the third edition offers general guidelines that apply to all business proposals making this the must-have proposal-writing book to have on hand. Writing Winning Business Proposals features:

- Winning formula from top consultants proven to work for any proposal
- Complete step-by-step process, walking you through all the difficulties
- Up-to-date, user-friendly redesign with new worksheets and charts
- Updates on fees and collaboration

If you're seeking approval for projects, or want a client to buy, invest or do something, Writing Winning Business Proposals is the reference you need to get you to get them to do what you want.