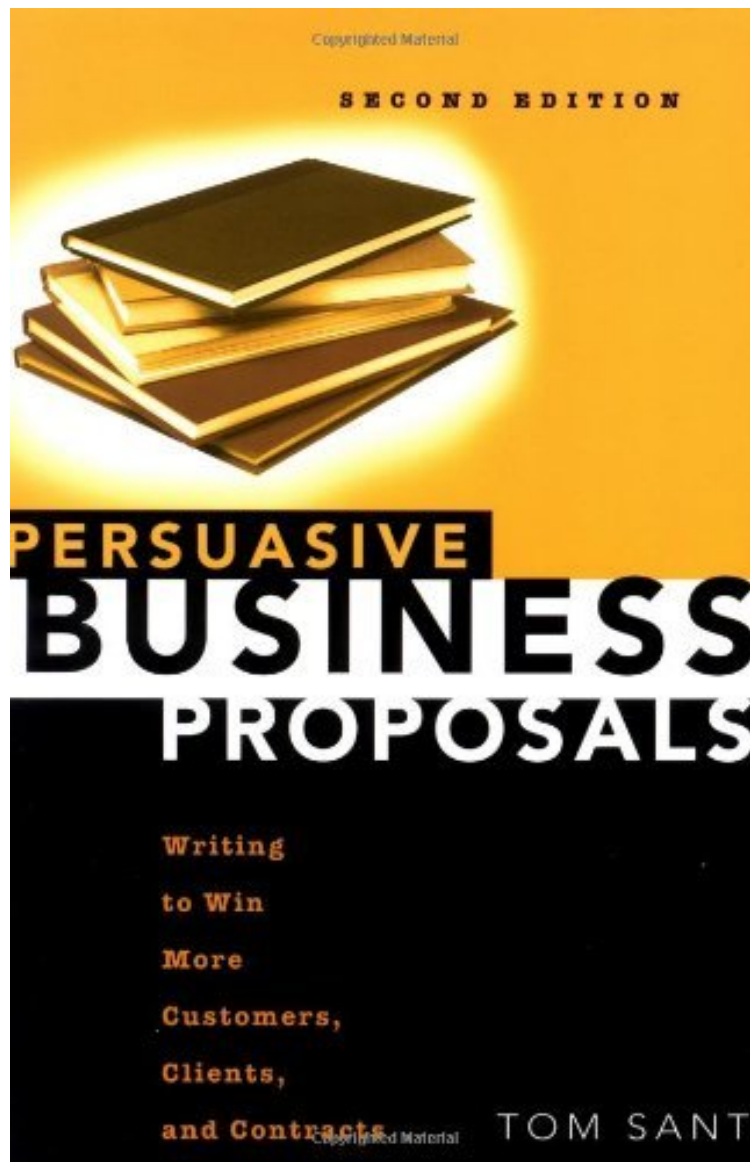


(Online library) Persuasive Business Proposals: Writing to Win More Customers, Clients, and Contracts

## Persuasive Business Proposals: Writing to Win More Customers, Clients, and Contracts

Tom SANT

ePub | \*DOC | audiobook | ebooks | Download PDF



[Download](#)

[Read Online](#)

#855112 in eBooks 2003-12-26 2003-12-26 File Name: B000S1LX1Q | File size: 75.Mb

**Tom SANT : Persuasive Business Proposals: Writing to Win More Customers, Clients, and Contracts** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Persuasive Business Proposals: Writing to Win More Customers, Clients, and Contracts:

2 of 2 people found the following review helpful. The best part is By David Rizzo Well written, but then you would expect no less from someone who taught English classes at UCLA. Includes lots of sales tips. The best part is, it's

concise. No words wasted. He tells it like it is. Avoid his advice and lose the bid. 4 of 4 people found the following review helpful. Learn about N.O.S.E. and how it makes for better proposals. By Michael J. I've been involved in proposals from the vendor side much of my career. This book brings out many things that one would assume are obvious but are not. For example N.O.S.E. is about 4 key things that need to be in your proposal and why: Needs, Outcomes, Solutions and Evidence. Sant also highlights research showing that the brain expects things in a certain order and how to use that for proposals. 0 of 0 people found the following review helpful. Support your sales team. By TD Newman Really good detail on helping win business with great proposals. Our sales team uses this model, so reading it helped our marketing team better support their efforts.

With over 40,000 copies sold, the first edition of *Persuasive Business Proposals* helped many readers construct dynamic, effective proposals. Now in paperback, this fully-revised second edition still gives readers simple, effective techniques for organizing, writing, and delivering proposals while updating the author's winning strategies for today's global business environment. By cutting through the confusion, and providing dozens of real-world examples, this updated version provides step-by-step instructions for crafting value-centered, recipient-specific proposal packages, with all-new discussions on:

- \* How to increase business using new communication channels from e-mail and electronic submissions to PDF, HTML, and others
- \* The Seven Worst Proposal Mistakes illustrated with real-world examples

This is an essential book for anyone seeking to win contracts and sell projects.