



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

Tom Sant

[Download now](#)

[Read Online](#) 

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

Tom Sant

Persuasive Business Proposals: Writing to Win More Customers, Clients, and Contracts Tom Sant
"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."

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

Date : Published December 26th 2003 by AMACOM/American Management Association (first published November 26th 1992)

ISBN : 9780814471531

Author : Tom Sant

Format : Paperback 248 pages

Genre : Business, Language, Writing, Reference, Nonfiction

 [Download Persuasive Business Proposals: Writing to Win More Cust ...pdf](#)

 [Read Online Persuasive Business Proposals: Writing to Win More Cu ...pdf](#)

Download and Read Free Online Persuasive Business Proposals: Writing to Win More Customers, Clients, and Contracts Tom Sant

From Reader Review Persuasive Business Proposals: Writing to Win More Customers, Clients, and Contracts for online ebook

Lori Grant says

A must-read book on marketing tools for the knowledge worker, manager, executive, or entrepreneur.

Elizabeth says

Persuasive Business Proposals: Writing to Win More Customers, Clients, and Contracts (Paperback)
by Tom Sant

Stephen says

Read JAN 2003

Curtismchale says

If you're stuck in RFP hell all the time this is a great book to help you make hell more bearable. You'll win a few more of the RFP's but that's about it. Part way through this book it finally starts talking about the thing that will really win you work and help you bypass the RFP entirely (or at least let you be the one that writes it with the prospect so it's tailored for you) and that's building the relationship.

Where other books like Million Dollar Consulting Proposals (by Alan Weiss) spend most of the book talking about how to talk to the buyer and get past the RFP this one gives you a few paragraphs spaced out through the book. I acknowledges how important this is in really winning proposals but assumes you'll never get to this point and you'll just have to make due.

I reject that as fallacy. You can get past the RFP process in almost any size organization with a combination of specializing so you're the sole source provider and building a relationship of trust with the actual buyer.

tdubya says

Will update when I'm further along. My boss's boss's recommended reading- he swears by it... And then kindly lent me his copy. Nothing like a little light reading to kick off 2014.

Cara says

Looks like a great book--very helpful even with what little I did read.

p. 27 Convince people you offer the best ROI for their company.

1. include calculations and graphic displays of ROI, payback period, or other measures of gain
 2. use case studies showing how other customers got big rewards from using your product or service-- quantify whenever possible.
 3. focus on whatever outcome is important to the customer
 4. emphasize your differentiators and explain how they add value for the customer
-

Edikan Udoh says

If this is the first book you read on proposal writing, let it be; if you apply all its wisdom, it could, very well, be all you need.
