

Write Proposals?

“This book goes beyond the fundamentals of proposal writing by providing a clear and concise roadmap of how to integrate research, intelligence and strategy into a winning proposal.” - *Damian Kulasingham, EVP & Chief Marketing Officer, Giffels*

- Learn how developing a strategy can help you get an advantage over your competition when writing your proposal.
- Understand how to establish the issues, themes and hot buttons that matter to your client and how to use them to your advantage.
- Get ideas on how to position information using easy research and knowledge about the client that you didn't realize you had.
- Learn how to differentiate yourself from the competition and 'Ghost' your competition by trashing them without saying anything about them.
- Develop formats and structures to present your messages and information so they clearly and concisely convey your message.
- Implement a writing approach that gets better results from your contributors, including staff and subcontractors.
- Learn what your potential clients want you to know when you respond to their RFP's.



Hit The Mark with clear, concise and compelling proposals that differentiate you from the competition and convince your client.

Get the strategic techniques you need to change your proposals from simply providing information to persuading your client and winning them over.

This book also includes checklists, tips and over 50 examples that illustrate the techniques and demonstrate the good, the bad and the ugly.

Learn from Michel's experience writing winning proposals that resulted in billions of dollars in revenues.

Get insider knowledge that's based on his work developing RFP documents, conducting procurement initiatives, evaluating bid submissions and coaching evaluators.

Michel speaks at conferences, delivers workshops and provides proposal writing strategy and support. To book him or discuss his services, contact him at michel@successfuel.ca

Whether you're selling your own services or you're the VP of Business Development for a large corporation, you can write winning proposals.

ISBN 978-0-9813374-0-1
Paperback 6" x 9" 258 Pages
Available from Amazon.com,
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www.howtowinmorebusiness.com

Volume discounts available for 10 or more copies
direct from the publisher.
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