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Nota di contenuto	Successful Proposal Strategies for Small Businesses Using Knowledge Management to Win Government, Private-Sector, and International Contracts-Sixth Edition; Contents; Acknowledgments; Introduction; Chapter 1 Competitive proposals and small business; 1.1 Overview; 1.2 From set-asides to full-and-open competition; 1.3 Small business constraints; 1.4 Maximizing small business strengths; 1.5 SBIR and STTR programs; 1.6 Organizing your company to acquire new business; 1.7 Effective strategic and mission planning; 1.8 Converting knowledge into proposal success. 1.8.1 KM benefits proposal development1.8.2 Internal and external clients: looking at clients in a whole new way; Endnotes; Chapter 2 Strategic partnering and subcontracting opportunities; 2.1 Subcontracting opportunities and pathways to success; 2.2 Critical success factors; 2.3 Specific strategies for achieving subcontracts; 2.4 Becoming part of a governmentwide acquisition contract (GWAC) team; 2.5 How mentor-protege programs can help your business; Endnotes; Chapter 3 Marketing to and with your clients; 3.1 More than just selling; 3.2 Transactions are personal--people buy from people. 3.3 Listen to your client3.4 Infuse marketing intelligence into your proposal; 3.5 Intelligence gathering and analysis techniques; 3.6 Call

plans; 3.7 Maintain management visibility on your contracts; 3.8 Project managers as client managers; 3.9 Commercial off-the-shelf acquisition; 3.10 Pursuing firm-fixed-price and invitation-for-bid opportunities; 3.11 Using the request for information and the request for comment as valuable marketing tools; 3.12 Contractor prequalification statements; 3.13 Ethics in marketing and business development.

3.14 Advertising, trade shows, and high-impact public relations; Chapter 4 Requests for proposals; 4.1 Overview; 4.2 Part I--the schedule; 4.3 Part II--contract clauses; 4.4 Part III--list of documents, exhibits, and other attachments; 4.5 Part IV--representations and certifications; 4.6 The importance of Section L (instructions to offerors); 4.7 Section M (evaluation criteria): toward maximizing your score; 4.8 Greatest or best-value approach; 4.9 Emphasis on performance-based acquisition (PBA); 4.10 Influencing the content of an RFP--legitimately.

4.11 Other types of solicitation documents; Chapter 5 Private-sector solicitation requests; 5.1 Grant proposals--winning what you bid; 5.1.1 Letters of inquiry; 5.1.2 Balancing the technical and the nontechnical; 5.1.3 Standard grant proposal components; 5.2 Nongovernmental organizations (NGOs); Chapter 6 The federal acquisition process: emerging directions; 6.1 Major trends going forward; 6.2 Rapid order task response; 6.3 Federal procurement process overview; 6.4 Statutory and regulatory requirements for competition; 6.5 The source selection process; 6.6 Full-and-open competition.

Sommario/riassunto

Here's your one-stop-shop for winning new business! The new, Sixth Edition of this perennial bestseller updates and expands all previous editions, making this volume the most exhaustive and definitive proposal strategy resource. Directly applicable for businesses of all sizes, *Successful Proposal Strategies* provides extensive and important context, field-proven approaches, and in-depth techniques for business success with the Federal Government, the largest buyer of services and products in the world. This popular book and its companion CD-ROM are highly accessible, self-contained desktop refe.
