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Nota di contenuto	Million Dollar Consulting® Proposals: How to Write a Proposal That's Accepted Every Time; Contents; Acknowledgments; Introduction; Chapter 1: Business Vows: What Is a Proposal and Why It Is Necessary; What They Can Do and What They Can't Do; Their Place in Your Business Model; Why You Don't Provide Proposals for Just Anyone; The Role of Conceptual Agreement; The Concept of Value (Not Time and Materials); Notes; Chapter 2: Five Steps Toward Great Leaps: How to Prepare Yourself and the Client; Determining the Economic Buyer; Developing Trusting Relationships Establishing Outcome-Based Business Objectives Establishing Metrics for Progress and Success; Establishing Value and Impact; Notes; Chapter 3: Avoiding Gatekeepers, Intermediaries, and Goblins: Accepting Rejection and Rejecting Acceptance; Utilizing Mutual, Enlightened Self-Interest; Using Guile and Other Art Forms; Using Explosives; Avoiding Delegation; Ensuring Support; Note; Chapter 4:

The Architecture of Successful Proposals: The Million Dollar Consulting® Proposal Structure; The Nine Key Components; Notes Chapter 5: One Dozen Golden Rules for Presenting Proposals: Steak and Sizzle Are Hard to BeatSpeed and Responsiveness; Accurate Recreations; Counterintuitive: No Pitch or Promotion; To Be or Not to Be (In Person); Definitive Dates and Times; Notes; Chapter 6: Why Bad Things Happen to Good People Who Wait: Moving Mountains; How and When to Follow Up; What to Anticipate and How to Cope; Overcoming Last-Minute Objections; Overcoming Legitimate Obstacles; Creating a Signature (or Something Else); Notes; Chapter 7: First, Let's Kill All the Lawyers: Shakespeare Really Meant That We Needed Them Dealing With the Legal DepartmentHow to Avoid the Legal Department; Utilizing Your Own Attorney; Effective and Ineffective Compromise; The Golden Handshake; Notes; Chapter 8: The Dreaded RFP (Request for Proposals): Why Fill Out the Truly Boring in Triplicate?; The Beauties of Being a Sole-Source Provider; How to Massage RFPs so That They Look Like You; How to Offer Additional Value; How to Use Public Meetings for Leverage; When to Run for the Hills; Notes; Chapter 9: Retainers Are to Projects as Montrachet Is to Thunderbird: The Wonder of Access to Your Smarts The Three Variables of a RetainerThe Need to Control Scope Creep and Scope Seep; How to Assertively Pursue Renewals; How to Stimulate More Retainers; Chapter 10: In the Unlikely Event You Need Oxygen: We Don't Anticipate a Crash, But There Are Some Things You Ought to Know; What to Do With Requests for Delays Based on Time and Money; What to Do If Rejected; How to Improve Your Proposals Constantly; How to Maximize Your Successes and Fees; When to Stop Writing Proposals; Note; Virtual Appendix; Sample Proposals; Index

Sommario/riassunto

"Bestselling author of Million Dollar Consulting shares the secrets of writing winning proposalsIntended for consultants, speakers, and other professional services providers, Million Dollar Consulting Proposals ends forever the time-consuming and often frustrating process of writing a consulting proposal. It begins with the basics--defining these proposals and why they are necessary--and coaches you through the entire proposal process. In this book, you'll learn how to establish outcome-based business objectives and maximize your success and commensurate fees.From bestselling author Alan Weiss, Million Dollar Consulting Proposals delivers step-by-step guidance on the essential element in creating a million dollar consultancy. Outlines the nine key components to a Million Dollar Consulting proposal structure Presents a dozen Golden Rules for presenting proposals Offers online samples, forms, and templates to maximize the effectiveness of these tools The New York Post calls bestselling author Alan Weiss "one of the most highly regarded independent consultants in America." Alan Weiss's expert guidance can lead your consulting business to unprecedented success, and it all starts with a million dollar proposal"--
