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	Pubbl/distr/stampa	New York, : American Management Association, c2005
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Sommario/riassunto

How does a company constantly win more business than its rivals? A key factor is the ability to create proposals that outshine those from even the strongest competitors. Powerful Proposals helps businesses maximize the selling power of their proposals, with proven strategies for going beyond "this is what we do" documents in favor of customer-centered offers that highlight the tangible benefits your company offers. This powerful process offers tools and techniques that will let any firm: * assess their "winner or loser" proposal status and take proactive steps to become a winner * address the "Big Four" questions that a proposal must answer to be successful * create "A+" proposals in less time with less wasted effort via a simple, repeatable process * neutralize the issue of price when the firm is not the low-price provider Powerful Proposals takes readers step by step through designing executive summaries, writing themes, and generating the text. There is also valuable information on strategy, graphics, callouts, and other visual elements.
