



Handbook For Writing Proposals, Second Edition (Business Skills and Development)

By Robert J. Hamper, L. Baugh

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Proven techniques and invaluable advice for writing winning business proposals?revised and updated!

What makes a winning business proposal? It highlights your skills and services, meets your client's needs, and clearly sets you apart from the competition.

Since 1995, *Handbook for Writing Proposals* has helped thousands of professionals develop winning proposals. This exceptional handbook guides you through the unique nine-step proposal-writing process from the initial RFP to the client presentation. In this revised and updated version, the authors show you how to:

- Choose the RFPs that give you the best chance of success
- Showcase your company's skills and services
- Set realistic time/cost schedules and budgets
- Avoid the mistakes that sink most proposals
- Build client relationships that bring you repeat business
- Tailor your writing for an international business audience

The second edition also offers you a wealth of downloadable forms and checklists that you can adapt for your own proposal-writing process.

Whether you own your own business, need to train your corporate staff, or simply want to improve your skills, *Handbook for Writing Proposals*, second edition will show you how to profit from every proposal you write.

Praise

This book guides you through the process of creating the best impression of your sweat equity to your customer. Whether you need to polish up and improve every aspect of the proposal or just certain elements, this book will fill the need. Remember, the economics of gain only occur when a customer feels you've fulfilled a need and created value.

Paul V. Baron, President, In-Store Bakery Division, The Quarter Oats Company

Handbook for Writing Proposals offers a wealth of down-to-earth, practical guidance on all phases of proposal writing. The book is well organized and full of concrete ideas that are easy to include in real-life situations. The sample letters, checklists, budgets, and proposals are extremely valuable. This book is a great resource for anyone whose success depends on convincing others through the proposal process.

Richard M. Sawdey, Former Vice President and Secretary, R. R. Donnelley & Sons Company

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Editorial Review

From the Back Cover

In this easy-to-use, concise, and thorough handbook, two veteran business professionals guide you through the entire proposal-writing process, from the initial contact through completion and followup. You'll benefit from the authors' expertise and insight on:

- Which jobs to target-and which to pass up
- Setting up a strong proposal team
- Evaluating potential projects
- Preparing schedules and identifying tasks
- Writing and producing a first-rate proposal
- Delivering a show-stopping client presentation

In their unique nine-step proposal-writing process, the authors demonstrate how even a first-time proposal writer can create a winning proposal. Throughout the book, you'll follow a case study of a proposal-writing team in action, and chapter checklists, summaries, and samples will keep you on time, on track, and on budget. If you want to profit from every proposal you write, the *Handbook for Writing Proposals* will show you how. In nine easy steps, you can produce and deliver professional, polished, and profitable proposals every time.

About the Author

Robert J. Hamper was a professor in the Graduate School of Business at Dominican University and Loyola University of Chicago and is currently a private business consultant.

L. Sue Baugh worked as a senior editor at Booz, Allen & Hamilton, Inc., one of the world's largest management consultant firms, helping consultants develop proposals for industry, government, and nonprofit clients.

Both authors reside in Chicago, IL.

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