



Proposal Development Secrets: Win More, Work Smarter, and Get Home on Time.

Matt Handal

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Finally, a book about proposal development that won't put you to sleep! A must read for anyone in the business of selling or marketing professional services. If you are looking for real insights into the proposal business, if you want to work smarter and not harder, and if you care deeply about the outcome of the proposals you produce, this is the book for you.

Proposal Development Secrets is full of ground-level advice from the proposal trenches and valuable insights that might just make proposal development a little less taxing and a lot more rewarding. It focuses on the cold hard realities of the proposal business and provides you with some strategies to help you get home to the people and things that you love.

In Proposal Development Secrets, Matt Handal, author of Marketing To The Mind, shares his unique insights with you.

Topics include:

- The proposal evaluation practices clients don't want you to know
- How to craft compelling proposals your clients will read
- The right and wrong way to ask questions about an RFP
- Technology that will make writing proposals easier and faster
- The formulas for writing and choosing the most relevant experience
- How to get your proposal accepted after you missed the deadline
- And much, much more

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