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managers who find themselves managing a bid to support a sales campaign. Taking a practical approach and using real-life examples, David Nickson leads the reader through every stage of planning for, producing and delivering a bid. Crucially it also shows how to save time - the most

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managing a bid to support a sales campaign) it's a resource for the battle to win new business. Taking an extremely practical approach and using real life examples David Nickson leads the reader through every stage of planning for, producing and delivering a bid: knowing what needs

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to be done; knowing how to present the information to the prospective client effectively; gaining the writing and editorial skills needed to put a sales case across; identifying the skills that are needed to manage a bid. It also shows how to save time - the most important commodity in any bid

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as it is always a scarce resource - without affecting quality.

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'programmed in' at conception when the bid is written, long before the project manager is brought on board. If the bid is misconceived, no amount of clever project management is going to recover the situation. Involving the designated project manager at the bidding stage is becoming the norm in

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many commercial organizations. Some make the project manager the bid manager so they can direct all aspects of the project's conception. Getting the bid right is the essence of planning for project success, and is the main theme of this book. However, many project managers are unfamiliar with

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proposals (RFPs) is frequently a challenging time for the supplier and vendor bid teams. Within tight timeframes, they must finalise their win strategy, determine their delivery plans and create compelling documentation that responds to the customer's questions and requirements. This

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low and has the misfortune of being awarded the work, he will inexorably have to deal with negative financial results since the expenses will exceed the income. If the bid has a very high value compared to the competition's proposals, it will probably be out of the price competition. This situation,

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