



Powerful Proposals: How to Give Your Business the Winning Edge

Terry R. Bacon Ph.D., David G. Pugh

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"Powerful Proposals" gives businesses proven strategies for creating customer-centered documents that outshine the competition every time. "Powerful Proposals" goes beyond "This is what we do" documents and takes the reader step by step through designing sales-focused, individual proposals that highlight the firm's tangible benefits to the client. this book contains invaluable information on creating effective executive summaries, writing themes, and generating the text, plus how to maximise graphics, callouts, and other visual elements.

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