



Writing Winning Business Proposals, Third Edition

Richard Freed, Shervin Freed, Joe Romano

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Winning proposals that turn prospects into clients

Based on the proposal-writing system used at A.T. Kearney and KPMG Peat Marwick, *Writing Winning Business Proposals* features proven strategies, along with worksheets and other tools that clearly show clients what they want and will easily seal the deal.

Thoroughly updated, the third edition offers general guidelines that apply to all business proposals making this the must-have proposal-writing book to have on hand.

Writing Winning Business Proposals features:

- Winning formula from top consultants proven to work for any proposal
- Complete step-by-step process, walking you through all the difficulties
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