

WRITING WINNING BUSINESS PROPOSAL

This is the book that gives you the skills, tools, tactics, and strategies you need to write outstanding proposals of all kinds. Based on a proven system used by A.T. Kearny and KPMG to train their consultants, this acclaimed resource offers general guidance and specific tactics for different types of business proposals, such as seeking approval for projects, market surveys, or grants.

Whether you're seeking approval or funding for projects or persuading clients to deepen their commitment to your business, *Writing Winning Business Proposals* is the reference you need to get what you want.

