



# **Bid Management: A No-nonsense Guide to Writing Successful Bids Proposals and Funding Applications (Business Success)**

*Emma Jaques*

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While it is becoming increasingly common for contracts to be awarded through formal procurement processes, smaller businesses could be missing out. But with the right skills and confidence, there's no reason not to take advantage of this potentially lucrative route to market.

*Bid Management* is a no-nonsense, practical guide that will teach the reader how to think like a professional bid manager. It covers the basics of how to find opportunities, understanding the rules of the game and how to get to know customers. It also gives essential advice on:

- how to compete with other bidders
- presenting a deliverable and profitable bid
- project managing a bid
- working out a winning pricing strategy
- using the final presentation to clinch the deal

With an insightful interview with the Director behind the London 2012 Olympic bid, *Bid Management* uncovers the myths of bidding and teaches you all the skills you need to win new clients and retain existing ones through formal tender processes

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