



The Consultant's Guide to Results-Driven Business Proposals: How to Write Proposals That Forecast Impact and ROI

Jack Phillips, Patti Phillips

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Guarantee value and profit with every proposal you write!

Business proposals cross the desks of decision makers all the time, but rarely do they credibly promise high impact and impressive ROI. When they do, though, the people that matter pay attention.

The Consultant's Guide to Results-Driven Business Proposals presents a systematic, structured method for gaining the attention of clients, earning their respect, and, ultimately, winning any project.

ROI experts Jack and Patti Phillips take the proposal process to a new level by providing the means to prove forecasted value using systematic, routine processes. You'll learn new techniques for predicting ROI and clearly illustrating the financial value a proposed project will deliver—which always makes a powerful impression on anyone who reads it. The authors also address the key issue of providing what every stakeholder wants in a project—success guarantees.

The Consultant's Guide to Results-Driven Business Proposals explains how to:

- Write proposals that are effective, efficient, timely, and on target
- Set objectives for proposals at a variety of levels
- Deliver your proposal to the most influential people
- Develop a success guarantee to drive total customer satisfaction

The Consultant's Guide to Results-Driven Business Proposals is the difference between proposals that simply cross a desk and those that turn the heads of decision makers. This is the tool you need for transforming the process of business-proposal writing from a torturous task with a side of anxiety to an opportunity for approval and a chance to showcase your expertise.

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