



Bid Management: Create winning bids, proposals and funding applications, Find new opportunities, Beat the Competition

By Emma Jaques

Kogan Page Limited/Viva Books, 2011. Softcover. Book Condition: New. First edition. 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 all the skills you need to win new clients and retain existing ones through formal tender processes. Contents: Part 1: Understanding today's task ? bid management ? Why do I need to bid ? Bid myths ? truth or fiction? ? Where to look for bidding opportunities...



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