



Successful Proposal Strategies for Small Businesses: Winning Government, Private Sector, and International Contracts (Artech House Technology Management and Professional Development Library)

Robert S. Frey, Robert Frey

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This guide maps and details every stage of the contractor proposal response lifecycle and shows readers how to produce proposals which maximize their company's strengths and respond fully to client criteria. Step-by-step they learn how to develop proposals that serve as marketing and knowledge management vehicles, how to control and recover proposal costs, how to capitalize on new sources of competitor intelligence, and how to cost-effectively publish attractive proposals. The text also includes details on US regulations affecting acquisitions, and the US government initiatives in Electronic Data Interchange (EDI) and electronic commerce. The accompanying CD-ROM includes bid and proposal (B&P) budgeting templates and control scenarios; a list of proposal- and contract-related acronyms that is searchable electronically; HTML pointers to small-business Web sites; and a proposal data library structures as an electronic tree for resumes, project summaries and proposal text modules.

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