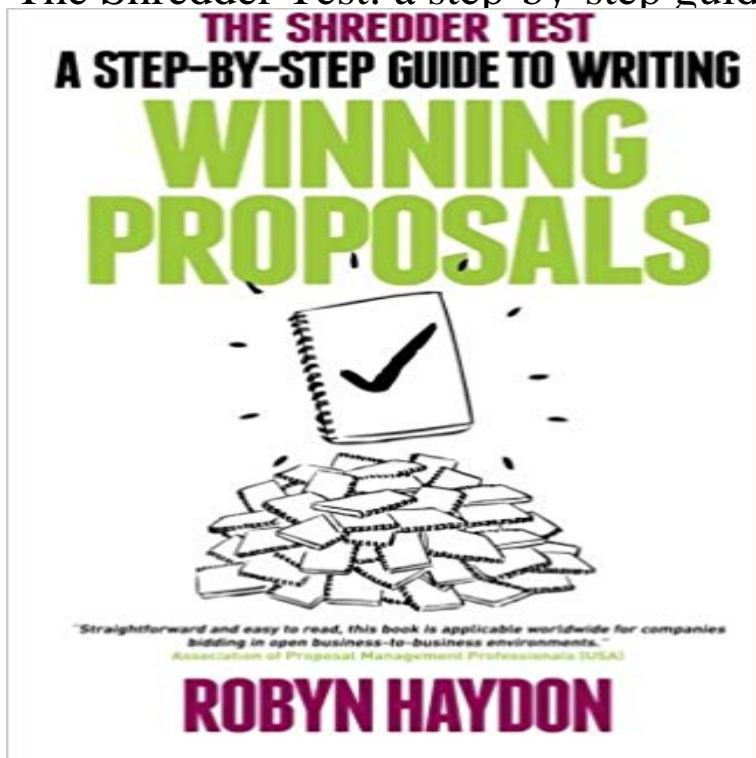


The Shredder Test: a step-by-step guide to writing winning proposals



Put yourself in the customer's shoes, with dozens of bids, proposals or tender responses to assess. It's a daunting and difficult job. Despite the hours you have spent writing your proposal, it's just one among many. What does it take to be successful in this hyper-competitive environment? What will make your proposal rise to the top of the pile? In this concise and easy-to-read book, proposal writing expert Robyn Haydon explains why most proposals end up on the reject pile and how to make sure yours is a winner. Whether you write proposals for a living or just need help to finish a proposal today, you will find practical advice here on proposal structure, readability, writing techniques, selling your capability, making a compelling offer, and avoiding elimination traps. Ideal for entrepreneurs, professional service providers and small business owners, as well as sales and marketing specialists, grant writers and proposal professionals who work in commercial and not-for-profit environments. A quick way to learn a great deal about proposal writing, excellent value, highly recommended. - Australian Marketing Institute

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