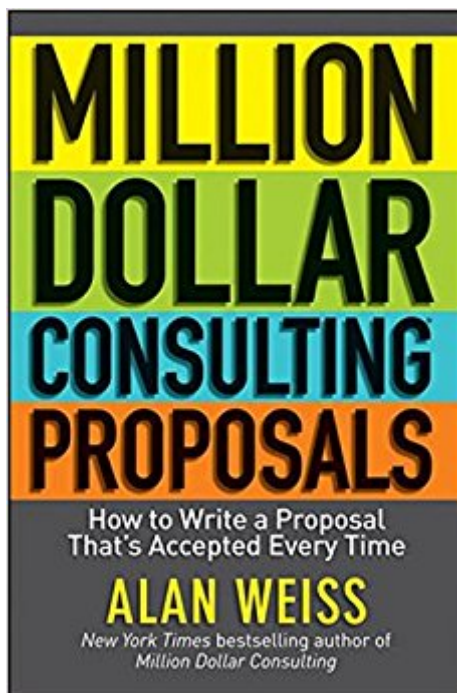




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Million Dollar Consulting Proposals: How To Write A Proposal That's Accepted Every Time



Synopsis

Bestselling author of Million Dollar Consulting shares the secrets of writing winning proposals. Intended for consultants, speakers, and other professional services providers, Million Dollar Consulting's *Proposals* ends forever the time-consuming and often frustrating process of writing a consulting proposal. It begins with the basics—defining these proposals and why they are necessary—and coaches you through the entire proposal process. In this book, you'll learn how to establish outcome-based business objectives and maximize your success and commensurate fees. From bestselling author Alan Weiss, Million Dollar Consulting *Proposals* delivers step-by-step guidance on the essential element in creating a million dollar consultancy. Outlines the nine key components to a Million Dollar Consulting proposal structure. Presents a dozen Golden Rules for presenting proposals. Offers online samples, forms, and templates to maximize the effectiveness of these tools. The New York Post calls bestselling author Alan Weiss "one of the most highly regarded independent consultants in America." Alan Weiss's expert guidance can lead your consulting business to unprecedented success, and it all starts with a million dollar proposal.

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Customer Reviews

The bestselling author of Million Dollar Consulting shares the secrets of writing winning proposals. Million Dollar Consulting's *Proposals* forever ends the time-consuming and often frustrating process of writing a consulting proposal. Weiss offers step-by-step advice on the essential elements of a million dollar consultancy, including the nine key components of a Million Dollar Consulting proposal structure and the Golden Rules for presenting it. You'll also learn how to get past the

goblins at the gate, establish trusting relationships, and time your follow-ups with precision. Acquire the skills to effectively deal with legal departments, secure retainers, and constantly hone your technique. Alan Weiss's expert guidance can lead your consulting business to unprecedented success, and it all starts with a million dollar proposal. "Where other consultants complicate and jargon-ize, Alan provides simple, counterintuitive common sense. He poses basic questions (like 'What is a proposal?') that we think we know the answer to only to find out that we don't. There is no denying the unmistakable rationale that pervades the principles laid out in this book. Yet so many of us do not follow these principles because of bad habits we have picked up over time. Alan's advice helped us build growth and value in our business and sustain it over many years. The advice contained in this book will help many others do the same." — Dr. Joe Zammit-Lucia, artist, author, entrepreneur, and founder and President of Web of Life Foundation (www.wolfoundation.org)

Alan Weiss, PhD, is a consultant, speaker, and bestselling author. He has the strongest independent consulting brand in the world and his firm, Summit Consulting Group, Inc., has attracted clients such as Merck, Hewlett-Packard, GE, Mercedes-Benz, and more than 500 other leading organizations. His prolific publishing career includes forty-five books, some of which have been on university curricula and translated into nine languages. The New York Post calls him "one of the most highly regarded independent consultants in America."

Thank you for helping me realize I am way undervaluing my services! When I read the book, I thought no way can I charge more than I do. After writing the first proposal, I realized I am way undervaluing what I do! And, I am going to bid on value, not on \$123/Hr rates. You are correct too about mega big billing machines - All Bills, No Benefits!

This is the third book I've read from Dr. Weiss and this one is much more technical and focused, as the name says, on proposals. This should not be your first book from him. It is, however, an excellent book about one of the most important parts of the consulting process. I really enjoy Dr. Weiss' style and philosophy and this book was extremely useful and applicable.

A very practical business guide that can also serve as a reference resource. It is concisely written and contextually relevant to both entry level and experienced consultants. With precise steps and directions, it makes for easy adoption into business strategies and everyday activities. For me the practicality of dealing exclusively with the 'buyer' is limited in some countries by national

procurement requirements. Some of these regulations gives more power to non-buyers for choosing consultants than is acknowledged in this book. However with little effort the same strategies here can be adapted for most of these issues. At worst the million dollar proposal will become "near million dollar proposals" which is not terribly bad at all.

This book REALLY helped me tighten up my proposal writing. Highly recommended.

This is the fourth book by Weiss that I have read and found it to be some of the best advice I have received in my short time in the consulting field. The proposal strategies are right on point and I have a higher degree of confidence when submitting a proposal to a client. Well worth your time and great tool that will provide payback in a short period of time.

Not finished reading yet. It is a really great book for any coaching or consulting business. He teaches you step by step how to close a proposal and the most important idea I took so far is thinking of your service in the term of value versus paid by the hour. I highly recommend! Easy to read and understand.

This is a great book on proposal writing. Want to learn how to bypass the RFP process, read on. Alan presents a strong clear path to build a solid relationship with your prospect so that your proposal is short (simply a summary of the things you've agreed on already) and of high value tied to the actual value you have found for the client.

Excellent resource for helping me transition my consultancy to a value based fee structure! Many years in business and looking forward to a new chapter.

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