



The Bid Manager's Handbook

David Nickson

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The original Bid Manager's Handbook continues to provide an invaluable resource in the battle to win new business. Winning significant business on the right terms is an increasingly complex, challenging and time-consuming task, and a successful bid is a vital part of any business offering its services or products to another. This book will help you to enhance the probability of success in winning bids at the desired margins and to set up and run effectively a bid management team. The Handbook is aimed at sales staff managing multi-disciplinary bid teams, and project and technical managers who find themselves managing a bid to support a sales campaign. Taking a practical approach and using real-life examples, David Nickson leads the reader through every stage of planning for, producing and delivering a bid. Crucially it also shows how to save time - the most important commodity in any bid - without affecting quality. Now the original Bid Manager's Handbook has been repackaged to include additional material that expands on the writing and editorial side of the bid, the use of bid management software and the bid review process.

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