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# **The Magic Of Winning Proposals The Simple Step By Step Approach To Writing Proposals That Win Getting New Clients And Implementing An Unbeatable Marketing Plan**

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The Magic of Winning Proposals will not only help you improve your RFP win rates. This essential book will help you win new clients and realize better margins. Some of the most successful consulting firms in the world use this process, achieving win rates of more than 80 percent. Now author Laura Ricci shares her process with you.

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there is some fairy dust in every proposal that wins. The good news is that no one owns the fairy dust; anyone can use it to write a Winning Proposal.

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## **She CRIED when this magic trick turned into a proposal ...**

About us The book is titled: "The Magic of Winning Proposals The Simple, Step-By-Step Approach To Writing Proposals That Win, Getting New Clients, and Implementing an Unbeatable Marketing Plan" This is a business book about writing proposals to win competitive procurements.

## **Magic of winning proposals cover | Book cover contest ...**

Proposal Expert Laura Ricci presented this material to the Wisconsin Chapter of SMPS in October 2006. Slideshare uses cookies to improve functionality and performance, and to provide you with relevant advertising.

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The Magic Of Winning Proposals: The Simple, Step-By-Step Approach To Writing Proposals That Win, Getting New Clients, and Implementing an Unbeatable Marketing Plan. by Laura Ricci , Matt Handal (Foreword)

## **Laura Ricci (Author of The Magic Of Winning Proposals)**

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