



# Million Dollar Consulting Proposals: How to Write a Proposal That's Accepted Every Time

By Alan Weiss

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## Million Dollar Consulting Proposals: How to Write a Proposal That's Accepted Every Time By Alan Weiss

### 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® 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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### **Editorial Review**

From the Back Cover

**The bestselling author of Million Dollar Consulting shares the secrets of writing winning proposals**

**Million Dollar Consulting® 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](http://www.wolfoundation.org))

About the Author

**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."

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