

## **Million Dollar Consulting Proposals**

By Lawrence R. Berger

Organized more as a workbook than as a primer on the subject, Alan Weiss' Million Dollar Consulting Proposals: How to Write a Proposal That is Accepted Every Time (Hoboken, NJ: Wiley, 2012) not only offers templates on how to create proposals, but also offers tips on how to implement them into your business. You'll learn about offering options, getting to the "economic buyer," electronic proposals vs. hard copy and why the author recommends one over the other. Plus much, much, more! Million Dollar Consulting Proposals.

The book is authored by the great consulting guru, Alan Weiss, and while I can't say I'm a fan of his primary book, Million Dollar Consulting, this book is MUCH more useful and practical, in my opinion, and should be read by everyone in the world.

Please contact RPCN's Librarian, Ruth Balkin, to borrow a copy and read it for yourself. If you aren't a member of RPCN, you can borrow a copy of the book from the Monroe County Library System.