

Jaques

## The Winning Bid

A Practical Guide to Successful Bid Management

**The Winning Bid** is an easy-to-read practical guide which will teach the reader how to think like a professional bid manager. It gives essential advice on, amongst other things: PQQs and bid readiness, GIVE analysis, competitor analysis, grantwriting and funding bids best practice, freedom of Information as a research and continual improvement tool, a view from the buyer's side - featuring feedback from buyers on their experiences of being on the receiving end of bids, measuring bid performance over time, virtual team management, sharing bid best practice with other Bid Managers through APMP membership and accreditation, LinkedIn groups, the new Cabinet Office feedback channel. It will appeal to anyone engaged in bidding activity, from the bid novice to professional bid managers.

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