



The Bid Manager's Handbook

By 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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The Bid Manager's Handbook By David Nickson Bibliography

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Editorial Review

Review

'...David Nickson has a great deal of experience in this specialized activity, particularly where major government and corporate contracts are concerned, and he has successfully created a reference book that outlines a successful and well proven process for Bid Management that is adaptable for both small and large contracts...This book makes a serious statement on bid management and I am in no doubt that he has created a narrative that needs to be read and applied if winning business is to be a key objective.' -- *Bill Creasey, OBE, IT Consultant*

'This is the most user-friendly book covering the critical role of the Bid Manager I have ever read. It covers the subject in a comprehensive manner and brings new insights to bear on this role which is central to winning significant new and repeat business. This insightful guide covers not only the process but also the key skills bid managers need to be truly effective in their role. I strongly recommend it to all those involved in the bid process.' -- *Susan McCambridge, Managing Director, McCambridge Associates Ltd*

From the Back Cover

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The additional material supplied with the revised edition expands on the writing and editorial side of the bid, the use of bid management software and the bid review process.

About the Author

David Nickson has managed and contributed to major bids to both the private and the public sector, including government departments, local authorities, multi-nationals, the media, charities and service suppliers. Within this arena he has worked as a manager, consultant, methodology developer and trainer.

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Margaret Coleman:

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Charles Myers:

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