

MEDIA RELEASE — Lore International Institute

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**Advance Book Review Release
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***Authors of Winning Behavior and The Behavioral Advantage
Publish New Work, Powerful Proposals***

DURANGO—September 10, 2004—Terry R. Bacon and David G. Pugh, the authors of *Winning Behavior*—one of the top 25 best career books of 2003—and *The Behavioral Advantage*, will publish a new book, *Powerful Proposals: How to Give Your Business the Winning Edge* in December, 2004. Review copies of *Powerful Proposals* are available now from the sources provided in this release.

How does a company consistently win more business than its rivals? A key factor is the ability to create proposals that outshine those from even the strongest competitors. *Powerful Proposals* helps businesses maximize the selling power of their proposals, with proven strategies for going beyond “this is what we do” documents in favor of customer centered proposals that highlight the tangible benefits your company offers. This powerful process offers tools and techniques that will let any firm:

- Assess their “winner or loser” proposal status and take proactive steps to become a winner
- Address the “Big Four” questions that a proposal must answer to be successful
- Create “A+” proposals in less time with less wasted effort via a simple, repeatable process
- Neutralize the issue of price when the firm is not the low-price provider.

Powerful Proposals takes readers step by step through designing executive summaries, writing themes, and generating the text. There is also valuable information on strategy, graphics, callouts and other visual elements.

According to the authors, powerful proposals are compliant, that is they give customers what they request. They are also responsive, that is, they address customers’ needs, key issues, values and goals. A+ proposals are also helpful, creative, customer-focused and show considerable insight. They are sales tools which respond to the customer’s *real* issues and problems, address *all* of the customer’s requests, reflect the customer’s conception of the project by mirroring the RFP in organization and coverage of topics, use the customer’s terminology and emphasize the benefits to the customer, particularly

the intangible benefits of doing business with you. In order to win business, you must create a preference for your company over the competition and, most importantly, differentiate yourself by doing something your competitors fail to do by going the extra mile.

Throughout all three of these books, the authors demonstrate that behavioral differentiation is the hallmark of those companies that everyone holds in high regard—and not just because of their financial successes. Behavioral differentiation, say these authors, does more than impact a company's bottom-line; it serves to make the business a leader and a model, and to provide any enterprise with a competitive edge that its competitors will not be able to copy.

For reviewers, galley copies of *Powerful Proposals* may be obtained by contacting AMACOM books 212-903-8315 / 212-903-8033 (fax); www.amanet.org; or Lore International Institute—800-866-5548 / 970-259-7194 (fax); www.lorenet.com. Copies of *The Behavioral Advantage* and *Winning Behavior* are also available from these same sources and contacts.