

Winning Again: A Retention Game Plan for Your Most Important Contracts and Customers (Paperback)



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Reviews

This ebook can be worthy of a go through, and a lot better than other. Better then never, though i am quite late in start reading this one. Its been printed in an exceedingly easy way which is just soon after i finished reading this book where basically modified me, affect the way i really believe.

(Seth Fritsch)

WINNING AGAIN: A RETENTION GAME PLAN FOR YOUR MOST IMPORTANT CONTRACTS AND CUSTOMERS (PAPERBACK)



BookPod, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. BEAT INCUMBENCY DISEASE, MAKE COMPETITORS IRRELEVANT STAY NO. 1 WITH YOUR MOST IMPORTANT CONTRACTS AND CUSTOMERS When you win business through a formal bid or tender, you will need to retain it that way too. But only about 50 of incumbent contract holders actually keep their contracts when it comes time to re-compete. That s a scary number, and usually it isn t because they are doing a bad job - in fact, most are doing quite a good job. Incumbents lose because they re still doing the same job as they were at the start of the contract, and this just doesn t cut it with customers any more. The prospect of failing on a re-compete bid is always a reality. But if you re a CEO, business owner or senior manager with revenue responsibility, clearly this is not an option. The work and thought that positions you as the clear winner needs to start well before the Request for Tender, and incumbency is only an advantage if you choose to use it. Winning Again shows you how to leverage your incumbency advantage, put com-pelling new ideas in front of the customer, and retain the business you simply can t afford to lose. If losing a big account is not an option, Winning Again shows you how to keep competitors out and seal the deal a second time. - Jill Konrath, author of Agile Selling and SNAP Selling Praise for Haydon s first book The Shredder Test: A Step-by-Step Guide to Writing Winning Proposals: A quick way to learn a great deal about proposal writing.excellent value.highly recommended. Australian Marketing Institute What s your strike rate when it comes to successful submissions?...



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