



Winning Government Business: Gaining the Competitive Advantage with Effective Proposals, Second Edition

By Steve R. Osborne PhD

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Get the edge over the competition for government contracts! As the federal spending pie shrinks with continuing budget cuts, competition is intensifying, with more and more bidders vying for government contracts. To learn how to write proposals that win, look no further than this second edition of *Winning Government Business: Gaining the Competitive Advantage with Effective Proposals*. This complete guide to the complex and competitive process of capturing new government business covers every aspect of the proposal process in detail from navigating requests for proposals and making bid decisions, through developing and submitting proposals, to post-proposal activities with a special focus on gaining competitive advantage at each step along the way. The second edition of *Winning Government Business* is crammed full of tips, recommendations, tools, templates, and examples to guide you through each stage of the business development process. An expanded section on government source selection offers concrete advice on how to win the technical evaluation war. New examples clarify the bid decision process.

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Editorial Review

About the Author

Steve R. Osborne, PhD, is founder and president of Cornerstone Training, Inc., a proposal development and consulting firm. In more than 30 years in business development, he has captured over \$12 billion in government contracts, notched a win rate of over 90 percent, conducted classes on business capture, authored texts on the proposal process, and served as a professional consultant to many companies vying for government contracts. He holds a PhD from Arizona State University, where he also served on the faculty.

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