



How to Write the Value Proposition: A Guide to Winning Government Contracts

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This eBook will introduce you to a simple process for developing a VALUE PROPOSITION that helps your company achieve the objective of winning government contracts. It provides proven strategies for creating a VALUE PROPOSITION that crushes the competition every time. This eBook takes the reader step by step through writing a VALUE PROPOSITION that is designed to convince the Government (buying organization) the particular product or service offered by your company adds more value or better solves a problem than other companies in the competition.

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