



# Winning New Business In Construction (The Leading Construction Series) (The Leading Construction Series)

*Terry Gillen*

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Have you ever wondered what makes companies successful? It's having excellent technical skills and the skills to find and keep profitable business. Terry Gillen's practical guide, *Winning New Business in Construction* explains everything you need to know to find and win new business, both from existing and new customers. He shows you how to improve your skills in selling, negotiating, writing proposals, making presentations in support of a tender, working with business partners and providing the kind of service that will enable you to keep customers once you have won them. The book is part of the Leading Construction Series co-published by Gower and CITB-ConstructionSkills. The Leading Construction Series is part of a CITB-ConstructionSkills initiative to develop management skills within the industry. The books in this series are designed to be essentially practical, with a firm grounding in the construction industry.

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