

OPUB Syndrome - Why Sales Staff Over Promise and Under Bid

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Have you ever been given a project with an estimate that was wildly low for the work involved? Have you ever finished a project that looked remarkably *unlike* the original requirements document? Have you ever been driven to finish a project 2 months before it was going to be ready?

In my second podcast I discuss the OPUB syndrome - why sales and management often over promise on features and time and under bid on the cost.

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