

How To Write Winning Presentations, Pitches And Proposals - Christine Searancke

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A step-by-step guide to preparing clear and concise presentations and documents for business-to-business communication. The reader is taken through a seven stage process using examples drawn from real life. There are also three in-depth case studies to show how the tools and techniques can be used for maximum benefit. The process is applicable to preparation of all forms of spoken and written communication. It will help speakers at conferences and seminars, as well as sales people and those needing to bid for internal resources and funding. It can also help prepare for one-to-one updates as well as team meetings and workshops. For the written word it applies to letters, reports, proposals and emails. The principles explored include how to establish clear objectives for your communication, how to research the audience, generating possible content, refining that content and deciding on the most logical order for the audience. Additionally the book considers how to make the best use of time in any presentation or meeting, as well as how to get the best benefit from an external review. It is as appropriate for the experienced presenter or business writer as it is for the complete novice. This book was first published in 2005 as 'Be clear - how to communicate successfully'. Words: books business, business books, business economics books, business to business, business write, economics business, emails how to, how to emails, how to research, how to training, letters business, tools stanley, training how to, write business Author: Searancke, Christine Publisher: Stanley's Books Ltd Illustration: N Language: ENG Title: How to Write Winning Presentations, Pitches and Proposals Pages: 00000 (Encrypted PDF) On Sale: 2007-01-11 SKU-13/ISBN: 9780955161438 Category: Business & Economics : Business Communication - Meetings & P Category: Business & Economics : Business Writing Category: Business & Economics : Training

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