

Persuasive Proposals and Presentations (The McGraw-Hill Professional Education Series)

By Heather Pierce

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Persuasive Proposals and Presentations shows readers how to develop a winning strategy and how to be clear, organized, and persuasive. It lays out common mistakes in strategy and offers effective advice.

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- Rank: #1689752 in eBooks
- Published on: 2007-04-10
- Released on: 2007-04-10
- Format: Kindle eBook

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Editorial Review

From the Back Cover

Persuasive Proposals and Presentations

Persuasive writing wins business and builds careers. Persuasive Proposals and Presentations details twenty-four frontline techniques that today's best business writers use to answer questions, eliminate uncertainties, and move readers toward a successful close. Whether you're presenting to a client for the first time, responding to a formal Request for Proposal (RFP), or submitting an informal proposal on your own, this hands-on guidebook will dramatically improve your persuasiveness by showing you how to:

Tell readers what they want to hear * Focus on a theme * Detail unique qualifications * Stick to the point * Use endorsements effectively * Write for your audience * Create organized appendices * Enhance readability

You don't have to be a great writer to create a winning proposal; you just need to know how it's done. Persuasive Proposals and Presentations will provide you with professional tips and techniques for writing proposals that prove to your readers that you are organized, interested, easy to work with, and, above all, the best choice.

About the Author

Heather Pierce is a veteran business communications writer who has created hundreds of winning proposals and presentations for Fortune 100 corporations and has written for industry magazines, newsletters, and online publications.

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