

Pitching And Closing Everything You Need To Know About Business Development Partnerships And Making Deals That Matter

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Taub, Alexander and DaSilva, Ellen. Pitching and Closing: Everything You Need to Know About Business Development, Partnerships, and Making Deals that Matter.New York: McGraw-Hill Education, 2014.

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Rather than focus on cost or features, your pitch needs to focus on the value you're going to create for the person you're pitching. Alright, now it's time to come down a bit from 30,000 feet and look at how to use this information in our pitch. 1. Know who you're pitching to (and tailor your pitch accordingly)

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“You’re always looking for pitching,” Baker said Monday. “I’ve always been told you can never have enough pitching.” ... All have closing experience. ... we’re going to do everything ...

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