

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 ...