



## Perfect Phrases for Business Proposals and Business Plans (Perfect Phrases Series)

By Don Debelak

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- The best techniques to communicate messages and goals in business letters and proposals
- Tips for bringing out the best in every employee in every business
- Dialogues and scripts to practice interactions with customers or employees? tailorabile to any industry or company culture
- Phrases for each step of the sales process

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### Editorial Review

From the Back Cover

#### **The Right Phrase for the Right Situation, Every Time**

How can you write a business plan or proposal that will turn readers into enthusiastic supporters and investors? It takes emphasizing the right ideas and actions with the right words. In *Perfect Phrases for Business Plans and Business Proposals*. Don Debelak draws from his research findings and consultancy experience to give you a virtual blueprint to successful communication. You'll find hundreds of hundreds of effective, ready-to-use phrases for business plans and proposals for every type of business, which will help you to

- Tailor your approach to turn on your target audience
- Show how and why you can meet customers' needs
- Describe your market niche and how you'll successfully serve that niche
- Effectively demonstrate the profitability of your ideas

Business plans and proposals are designed to sell your ideas. *Perfect Phrases for Business Plans and Business Proposals* is your easy-to-use guide to writing a winning plan or proposal that will get you closer to your goals.

### About the Author

**Don Debelak** is a new product marketing specialist and small business consultant. He is the author of nine books.

### Users Review

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##### **James Ray:**

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