



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

By Don Debelak

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Whether it's writing a proposal, motivating employees, or reaching out to customers, the Perfect Phrases series has the tools you need for precise, effective communication. Distilling complex ideas into specific phrases that diplomatically and honestly depict the concepts at hand, this invaluable series provides:

- 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? tailorable 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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