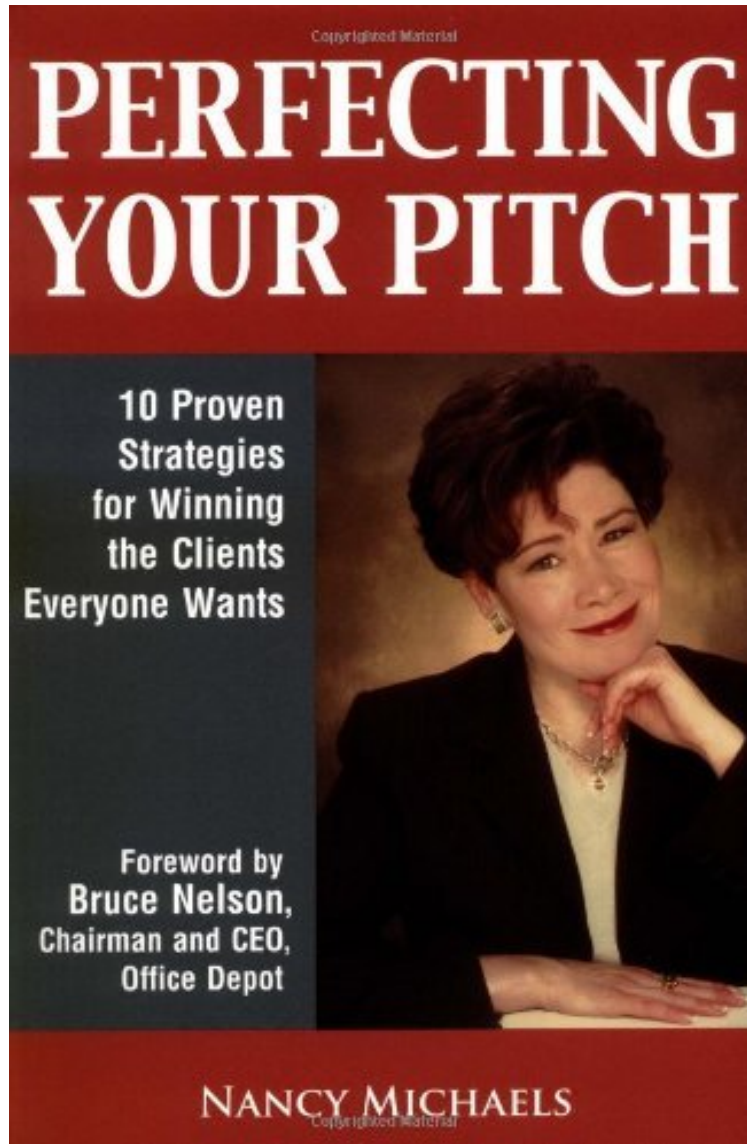


# Perfecting Your Pitch: 10 Proven Strategies For Winning The Clients Everyone Wants

*Nancy Michaels*

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**Nancy Michaels : Perfecting Your Pitch: 10 Proven Strategies For Winning The Clients Everyone Wants** before purchasing it in order to gage whether or not it would be worth my time, and all praised Perfecting Your Pitch: 10 Proven Strategies For Winning The Clients Everyone Wants:

5 of 6 people found the following review helpful. Excellent resource for attracting clients and customersBy Marisa D'vari, DWSFrom Marisa D'Vari, author of Building Buzz: How to Reach and Impress Your Target AudienceIf you have heard Nancy give one of her motivating talks, you know she delivers excellent value, reveals her marketing

secrets, and makes you feel like running home and getting to work. In her excellent book, she does the same thing -- but the advantage is that you always have her on your bookshelf to motivate and inspire you.

In *Perfecting Your Pitch*, Nancy Michaels demonstrates step-by-step how to close the deal of a lifetime by making the pitch of a lifetime. Her 10 proven strategies show readers how to execute their pitch by following each phase of new business development: preparation, presentation, and post-pitch follow-up. *Perfecting Your Pitch* offers inspiring stories, real-life examples, and proven strategies in each phase of business development. It breaks down the process of building business into easy steps, including:

**Before:**

- \* Identifying ideal prospects.
- \* Reaching top-level people within a prospect's company.
- \* Seeing and being seen in the prospect's network.
- \* Cultivating relationships with potential allies.

**During:**

- \* Showcasing your expertise.
- \* Submitting an outstanding proposal.
- \* Anticipating questions and concerns.

**After:**

- \* Persistently following-up with prospects while maintaining their respect.
- \* Applying creative marketing in all areas.
- \* Turning all clients into advocates (taking the testimonial one giant step forward).