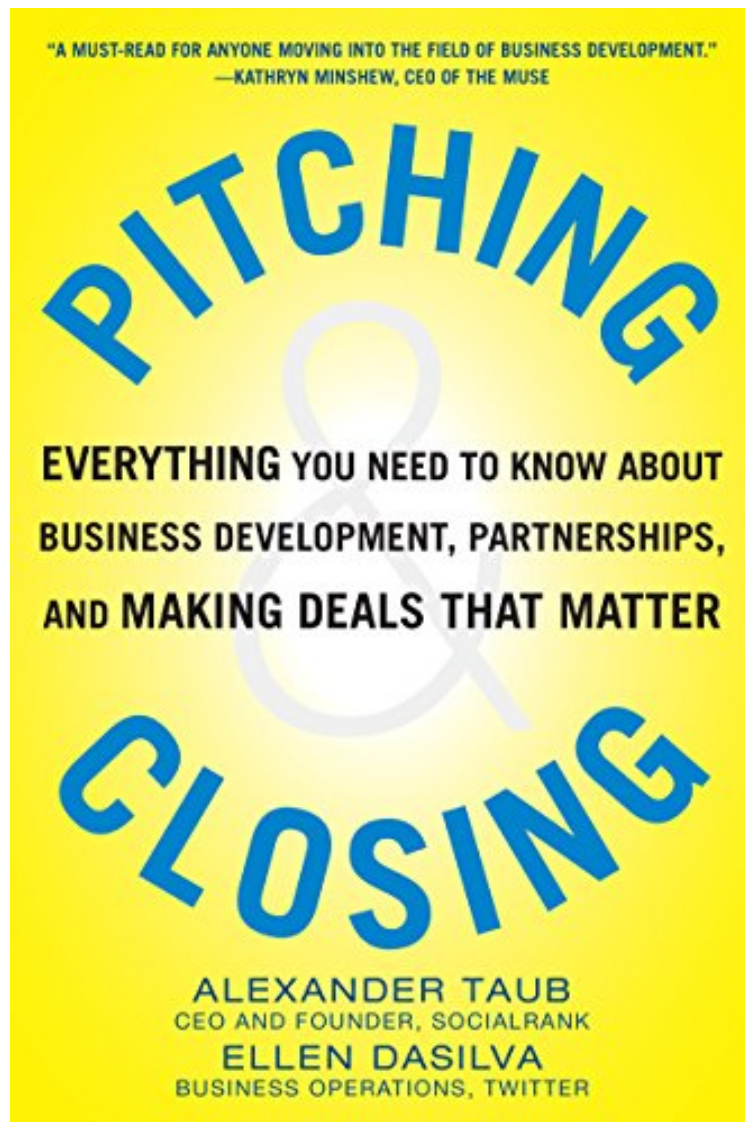


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Pitching and Closing: Everything You Need to Know About Business Development, Partnerships, and Making Deals that Matter

Alexander Taub, Ellen DaSilva

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Alexander Taub, Ellen DaSilva : Pitching and Closing: Everything You Need to Know About Business Development, Partnerships, and Making Deals that Matter before purchasing it in order to gage whether or not it would be worth my time, and all praised Pitching and Closing: Everything You Need to Know About Business Development, Partnerships, and Making Deals that Matter:

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advice, useful definitions and descriptions of the BD function in action, and first-hand accounts and quotes from current BD professionals. That said - I'm a startup CEO and what I want to know is *how many* BD people to hire, and how to monitor their progress and how to know when to fire a poor performer and how to not get distracted by the latest shiny BD deal when really I should be focusing on the core business. This book is written from the perspective of BD people working their jobs - not business people trying to build a business with BD as one component of the overall picture. So . . . I'd like someone to write that book if not Mr. Taub. 16 of 18 people found the following review helpful. Unimpressive By Matthew R. Heusser If you want to get into business development and have no idea what it is, you might find this book helpful. Or you could just read this review. According to the author, business development is less about 'sales', and more about forging new revenue streams by partnering with other businesses. For example, if you have a plugin for facebook that facebook can charge money for, you partner with facebook to get it in front of their users and pay them half of revenue. Other ways to partner are to make a product that saves the other company money, increases their productivity, makes their own product more sellable, provides more brand recognition, etc. Most of the examples are web-based businesses - twitter, facebook, and other companies like them, but this can apply to anyone. Make a new widget and you need to make a deal with Wall*Mart, Target, or some other retail store to get it distributed. The author also discusses some traditional partnerships like an exclusive CD for a singer that goes in Starbucks, then also partnering with starbucks to promote concerts or dual-branding advertising, putting the CD on ads for starbucks "now in stores, pick up your copy of ..." (That worked great for a couple of years ... until it got over the top. You may remember all the biz media articles asking if Starbucks had lost it's way with too many tie-ins and not enough focus on making good coffee.) It is in getting down the nuts and bolts of partnerships that the book loses it's way. In order to be good at business development you have to find who to partner with for your solution, then convince them. The author says this requires a combination of strategic thinking - as the businesses are puzzle pieces that will fit together - and social skills. But he doesn't tell you how to /*develop*/ those skills, or give meaningful examples of them in action. Instead, we are walked through how to get introduced by social media, how to stalk people at meetups, and so on. The middle of the book is more than a bit of a slog. The author tries to use big words to sound smart ("monetize", "utilize", anything that is a noun that can be turned into a verb by adding "ize"), and says "x is critical" a lot. Most of the advice is prescriptive - "just do this and you'll be fine, exactly as I tell you. Here is exactly what to type in your introduction", instead of explaining the consequences of the ideas, what personality types they will have what effect on, and so on. There were a few nuggets in the book, like how to set up a leads spreadsheet - but it was slim picking. The best part was probably the interviews at the end with business development "rock stars" that talked about how they think and what they do. That part makes it worth two stars, at least. Again, if you are a college student and want a reference on business development, or just starting out, you might check this out. Perhaps if you skim the text version you will find more value than I got out of the audio book. This book mostly focuses on definitions. If you want to see BizDev in action, consider an annual subscription to inc magazine, which is only five or ten bucks. Note: This review was for the audio book, which I found slightly painful to listen to. 2 of 2 people found the following review helpful. Get it and grow! By Kamal Quick, easy and fun to read on the shuttle to/from work. A great introduction to the role for someone entering a new Business Development job from school or another career. I don't see it ever being taught at HBS or Stern, which is probably better anyway.

EVERYTHING YOU NEED TO BUILD REVENUE-GENERATING PARTNERSHIPS Corporations have profited from strong business development strategies for years. So it's no surprise that of the half-million new businesses created each year, the most successful ones are driven by business development. Now, savvy professionals on the business side of a startup have a reliable guide to perfecting the partnership strategies that will quickly add value to any company. *Pitching Closing* gives you concrete action steps for mastering the specific skill set today's business-development professionals need to define their roles and meet revenue expectations. Written in practical terms by playmakers at Twitter and SocialRank, this A-to-Z guide walks you through forging relationships, pitching a company's product, building a network, sourcing deals, making rejection positive, and staying cool while closing large deals. Firsthand accounts from business development executives across many industries, from tech to television to finance, bring to life such topics as: How to consistently identify and land the best strategic alliances for your business Why people say "yes" and why they say "no" Etiquette for making introductions and reaching out to people in ways that elicit responses Monitoring core metrics to know where to invest your time In addition to implementable advice and techniques from the top minds in the industry, this complete resource features an entire section of best practices for every step of the partnering process. Make your moves with the confidence of having a team of experts at your back. The road from startup to IPO starts with *Pitching Closing*. **PRAISE FOR PITCHING CLOSING** "This book is a must-read for anyone in the business of transforming professional relationships into powerful strategic partnerships." -- Adam Bain, President of Global Revenue at Twitter "Pitching Closing does a phenomenal job of giving you a seat in the room during some of the biggest business development deals of late. Anyone who reads this book will come away with a deep understanding of business development in the world of startups." -- Dylan Smith, CFO of Box "Pitching Closing is the definitive guide to partnerships for the next generation of entrepreneurs and

business leaders." -- Adam Braun, Founder and CEO of Pencils of Promise "An honest and insightful look at the delicate and complex handling of business development [that] guides readers on how to turn good ideas into great partnerships." -- Kyle Kelly, Business Development Analysis at Zappos.com "Alex Taub and Ellen DaSilva have written the bible for business development in startup land--a well-researched, easily accessible accounting of best practices and tips of the trade from the people who are leaders in opening and closing deals that define some of the most exciting new companies on the landscape." -- Laurie Racine, Board Member, Creative Commons "I never thought I'd read a book that not only explains how nuanced business development can be, but also actually gives you what you need to take teams big and small to grow their business through partnerships. Impressive and fun to read." -- Paul Murphy, CEO of Dots and Partner at Betaworks

About the Author Alex Taub is the cofounder of SocialRank, a tool that helps brands find out better information about the people who follow them on social networks. Alex previously led business development and partnerships for online integrations at Dwolla, one of the fastest growing startups in the country. Alex contributes to the Forbes Entrepreneur section twice a month. Ellen DaSilva is a senior analyst of the business operations team at Twitter, which strategically targets revenue opportunities for the company. Ellen's past positions include investment banking at Barclays Capital and financial planning at Hillary Clinton for President.