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The book "The Art of the Pitch: Persuasion and Presentation Skills that Win Business" written by Peter Coughter was a book written from a marketing executive perspective focusing on its main point that a good product is not enough to win. Once reading the book, it is clear Coughter's audience are

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The Hardcover of the The Art of the  
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that Win Business by Peter Coughter at  
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to COVID-19, orders may be delayed.

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## **The Art of the Pitch: Persuasion and Presentation Skills ...**

The Perfect Pitch Training will help you master the art of persuasion and learn how to apply for an upcoming online pitch event with SLC Group Holdings. Led by the master of persuasion Dara Trujillo, Chief Merchant of SLC Group



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Holdings, small business owners will learn how to take their startup to stardom in this online training.

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(book summary)

**The Art of the Pitch (book summary)**

Persuasion isn't an art form in the same sense as painting or music, but rather involves the finely tuned creative skills-or art-of language and communication. However, persuasion does include some

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of the qualities of more traditional art forms. It's intellectually challenging, complex, expressive, and completely authentic to your character.

## **The Art Of Persuasion What It Is And How To Practice It ...**

The art of persuasion isn't about simply selling an idea; it's actually about

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bringing about a change in behavior or moving people to action. Don't leave people motivated for new and different...

## **Persuasion: How To Convince People To Act On Your Great Ideas**

To help you master the art of the persuasive sales pitch, here are four of my favorite tips from the research I have

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O'Quinn  
collected over years of studying public speaking and presentations. 1. Embrace

less is more. To persuade people to make a purchase, you need to have their attention.

## **How To Master The Art Of The Persuasive Sales Pitch ...**

The Art of the Pitch. : Occasionally, a

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great idea will sell itself. The other 99% of the time, you have to find a way to persuade others that it is, in fact, a great idea. Most executives spend...

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Verified Purchase. The book, The Art of the Pitch by Peter Coughter, is a book

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that outlines strategies to become a more successful presenter. Coughter's goal is to show audiences simple ideas that lead to better presentations and increased success as a result of those improved presentations.

**The Art of the Pitch: Amazon.co.uk:  
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Perfect Pitch: Mastering the Art of

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Persuasion. SCORE Mentors was live.

June 16 · Learn how to pitch your small business to investors. Dara Trujillo from SLC Group Holdings will teach you the 10 Ps to success, the typical pitfalls an entrepreneur makes and how to avoid them, and the structure of the perfect pitch.

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persuade customers to say "yes."

**Ditch the Pitch: The Art of  
Improvised Persuasion by Steve ...**

This webinar will help you master the art of persuasion and learn how to pitch your product or business to potential investors. In this presentation, you'll learn the 10 P's to success, the typical

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pitfalls an entrepreneur makes and how to avoid them, and the structure of the perfect pitch. Led by the master of persuasion Dara Trujillo, Chief Merchant of SLC Group Holdings, small business owners will learn how to take their startup to stardom in this online training.

## **How to Perfect Your Pitch | SCORE**

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This book is subtitled “The Art of Improvised Persuasion”; it’s primarily aimed at salespeople, although the author mentions that the techniques can be used for any persuasive conversation. Most of the focus is on using improvisation techniques to create an interactive connection with the other person, rather than a prepared sales

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## **Ditch the Pitch: The Art of Improvised Persuasion by Steve ...**

Perfect Pitch: Mastering the Art of  
Persuasion In this Facebook Live event,  
Dara Trujillo from SLC Group Holdings  
will teach you how to give the perfect  
business pitch. She'll review the 10 P's

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to success, the typical pitfalls an entrepreneur makes and how to avoid them, and the structure of the perfect pitch.

## **Perfect Pitch: Mastering the Art of Persuasion**

The Perfect Pitch Training on June 16 at 12:00 pm ET/ 9:00 am PT is your



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opportunity to master the art of persuasion and learn how to apply for an upcoming online pitch event with SLC Group Holdings. Led by the master of persuasion Dara Trujillo, Chief Merchant of SLC Group Holdings, attendees will learn how to take their startup to stardom in ...

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