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Autore	Stewart John Parker
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Sommario/riassunto	Proven techniques to win over any audience and make any sale Mastering the Art of Oral Presentations is your expert guide to delivering memorable and effective speeches and presentations. Whether selling a product, offering a service, or bidding for a contract, your oral presentation skills can often determine success or failure. This invaluable resource delivers real-world advice and proven strategies to elevate your game and close the deal. Comprehensive coverage of preparation procedures, delivery techniques, and presentation strategies provide you with the tools and knowledge to motivate and persuade your audience. Emphasizing real-world versatility, this unique book delivers methods equally effective to both individual and team presentations. Drawing from decades of experience, authors John Parker Stewart and Don Fulop offer keen insight into the process of winning over an audience. From topics ranging from rhetorical devices and visual cues to body language and stage presence, this expert guide will help convey a take-home message that resonates and endures long after your presentation has concluded. A must-have resource for government contractors, sales

and marketing professionals, and anyone seeking to raise the level of their oral presentation skills, this book will help you: Develop winning approaches to oral presentations regardless of experience or skill level Build the confidence to present your ideas to individuals, teams, and large audiences Incorporate your personal and professional lives into your communication strategies Create and deliver messages that will win the hearts and minds of any audience Mastering the Art of Oral Presentations: Winning Orals, Speeches, and Stand-Up Presentations is an indispensable tool for those who speak to influence, to promote, and to sell—aiding you in making positive and lasting impressions on potential customers, team members, and decision makers.
