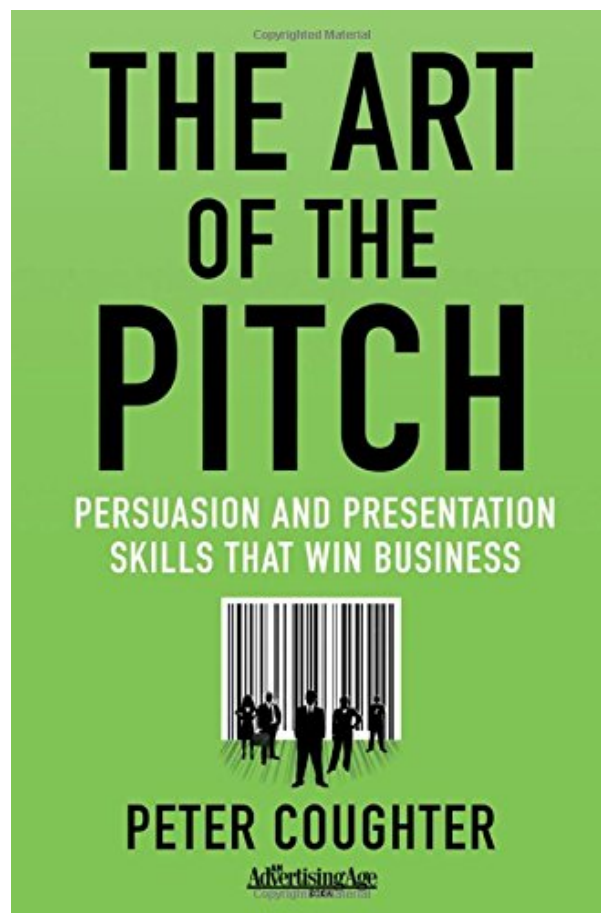


**THE ART OF THE PITCH: PERSUASION AND
PRESENTATION SKILLS THAT WIN
BUSINESS BY P. COUGHTER**



**DOWNLOAD EBOOK : THE ART OF THE PITCH: PERSUASION AND
PRESENTATION SKILLS THAT WIN BUSINESS BY P. COUGHTER PDF**



Copyrighted Material

THE ART OF THE PITCH

PERSUASION AND PRESENTATION
SKILLS THAT WIN BUSINESS



PETER COUGHTER

AdvertisingAge
Copyright © 2008

Click link bellow and free register to download ebook:

**THE ART OF THE PITCH: PERSUASION AND PRESENTATION SKILLS THAT WIN
BUSINESS BY P. COUGHTER**

[DOWNLOAD FROM OUR ONLINE LIBRARY](#)

THE ART OF THE PITCH: PERSUASION AND PRESENTATION SKILLS THAT WIN BUSINESS BY P. COUGHTER PDF

The Art Of The Pitch: Persuasion And Presentation Skills That Win Business By P. Coughter. It is the time to improve as well as refresh your ability, knowledge as well as experience included some enjoyment for you after very long time with monotone points. Operating in the workplace, going to research, gaining from exam as well as more tasks might be finished and you should begin brand-new points. If you really feel so tired, why do not you try brand-new point? A really easy point? Reviewing The Art Of The Pitch: Persuasion And Presentation Skills That Win Business By P. Coughter is exactly what we provide to you will certainly recognize. And the book with the title The Art Of The Pitch: Persuasion And Presentation Skills That Win Business By P. Coughter is the referral currently.

Review

Praise for Peter's Seminar Presentation Skills Workshops:

'Peter has been a tremendous asset in coaching our guys on every aspect of Presentation. He's helped build up their experience, and most importantly, their confidence.' - Tony Granger, Global Chief Creative Officer, Y&R

'We have had over 100 of our senior and mid-level people go through Coughter's workshops. The results have been impressive. Rarely do we now prepare for a presentation without someone saying, 'Have we Coughter'd it?' That is the best endorsement of all in terms of the impact he has had with our company.' - Peter G. Krivkovich, President & CEO, Cramer-Krasselt

'Peter is a teacher, leader and a Zen master.' -John Adams, Chairman The Martin Agency

About the Author

Peter Coughter is a professor at VCU Brandcenter at Virginia Commonwealth University and president of Coughter & Company, which consults with leading advertising agencies around the world. His clients include: Crispin Porter + Bogusky, DDB, Cramer-Krasselt, Dentsu, GSD&M, Goodby Silverstein, JWT, Leo Burnett, Publicist, Y&R, McKinney and many others. He lives in Richmond, Virginia.

THE ART OF THE PITCH: PERSUASION AND PRESENTATION SKILLS THAT WIN BUSINESS BY P. COUGHTER PDF

[Download: THE ART OF THE PITCH: PERSUASION AND PRESENTATION SKILLS THAT WIN BUSINESS BY P. COUGHTER PDF](#)

The Art Of The Pitch: Persuasion And Presentation Skills That Win Business By P. Coughter. Offer us 5 minutes and we will certainly reveal you the very best book to review today. This is it, the The Art Of The Pitch: Persuasion And Presentation Skills That Win Business By P. Coughter that will certainly be your ideal choice for far better reading book. Your five times will not invest lost by reading this website. You can take the book as a source to make far better idea. Referring guides The Art Of The Pitch: Persuasion And Presentation Skills That Win Business By P. Coughter that can be located with your requirements is sometime hard. Yet here, this is so simple. You can locate the very best thing of book The Art Of The Pitch: Persuasion And Presentation Skills That Win Business By P. Coughter that you can review.

There is no question that book *The Art Of The Pitch: Persuasion And Presentation Skills That Win Business By P. Coughter* will certainly still provide you inspirations. Also this is simply a publication The Art Of The Pitch: Persuasion And Presentation Skills That Win Business By P. Coughter; you could discover lots of styles as well as types of books. From entertaining to adventure to politic, and also scientific researches are all provided. As just what we mention, here we offer those all, from popular authors as well as publisher on the planet. This The Art Of The Pitch: Persuasion And Presentation Skills That Win Business By P. Coughter is one of the compilations. Are you interested? Take it currently. Just how is the way? Find out more this post!

When somebody should visit the book stores, search store by establishment, rack by shelf, it is very troublesome. This is why we provide guide collections in this web site. It will ease you to search guide The Art Of The Pitch: Persuasion And Presentation Skills That Win Business By P. Coughter as you such as. By looking the title, author, or writers of guide you really want, you could locate them swiftly. Around the house, workplace, or even in your means can be all ideal place within net connections. If you wish to download the The Art Of The Pitch: Persuasion And Presentation Skills That Win Business By P. Coughter, it is very simple then, because now we extend the connect to buy as well as make deals to download and install The Art Of The Pitch: Persuasion And Presentation Skills That Win Business By P. Coughter So easy!

THE ART OF THE PITCH: PERSUASION AND PRESENTATION SKILLS THAT WIN BUSINESS BY P. COUGHTER PDF

Through an engaging and humorous narrative, Peter Coughter presents the tools he designed to help advertising and marketing professionals develop persuasive presentations that deliver business. Readers will learn how to develop skills to create the perfect presentation.

- Sales Rank: #136583 in Books
- Published on: 2012-01-03
- Released on: 2012-01-03
- Original language: English
- Number of items: 1
- Dimensions: 9.46" h x .92" w x 6.44" l, .93 pounds
- Binding: Hardcover
- 240 pages

Review

Praise for Peter's Seminar Presentation Skills Workshops:

'Peter has been a tremendous asset in coaching our guys on every aspect of Presentation. He's helped build up their experience, and most importantly, their confidence.' - Tony Granger, Global Chief Creative Officer, Y&R

'We have had over 100 of our senior and mid-level people go through Coughter's workshops. The results have been impressive. Rarely do we now prepare for a presentation without someone saying, 'Have we Coughter'd it?' That is the best endorsement of all in terms of the impact he has had with our company.' - Peter G. Krivkovich, President & CEO, Cramer-Krasselt

'Peter is a teacher, leader and a Zen master.' -John Adams, Chairman The Martin Agency

About the Author

Peter Coughter is a professor at VCU Brandcenter at Virginia Commonwealth University and president of Coughter & Company, which consults with leading advertising agencies around the world. His clients include: Crispin Porter + Bogusky, DDB, Cramer-Krasselt, Dentsu, GSD&M, Goodby Silverstein, JWT, Leo Burnett, Publicist, Y&R, McKinney and many others. He lives in Richmond, Virginia.

Most helpful customer reviews

17 of 17 people found the following review helpful.

How to give a gripping presentation

By John Gibbs

Great presenters realize that people make decisions emotionally; they will rationalize decisions based on all the facts and figures, using the objective to help them justify the decisions they made subjectively, according to Peter Coughter in this book. It is critical to make the audience feel that what you are suggesting is the best thing for them.

According to the author, the elements of an effective presentation include:

- * It's a conversation, only you're doing most of the talking.
- * Be yourself: what audiences want is authenticity.
- * Tell stories: we all love stories that grab our attention and hold it all the way to the end.
- * Know your stuff: don't memorize the presentation, but know the underlying ideas thoroughly.
- * Relax and be personable: it's the audience that really counts, so don't worry about yourself.
- * Teamwork counts: in great presentations, teams present as if they really like one another.
- * Make it personal: a level of intimacy builds credibility and makes a connection.

The book is written from the perspective of an advertising agency executive, but the principles described are applicable to the marketing of any professional services, or more broadly to any form of public speaking or private presentation. In accordance with his own advice, the author provides numerous engaging stories of business won through persuasive presentations, and the book includes brief insights from a number of experienced presenters.

Many of the key points are reinforced by being repeated several times in the book. There is detailed advice on how to organize a presentation, how to use PowerPoint-type slides if they are suitable for your type of presentation, the importance of extensive rehearsal, and the effective use of silence, volume, pitch, tone of voice, facial expressions and other forms of "punctuation". Anyone who wants to become a better presenter is likely to find some useful tips in this book.

1 of 1 people found the following review helpful.

Great engaging read

By Klara

Peter Coughter's *Art of the Pitch* is a great marketing read. In the book, Coughter explains the importance of presentations and gives tips about what to do and what not to do so that the reader can improve their own pitching skills. He has taught many seminars on the topic and has many personal experiences in this area, making him a credible source on the subject. Every point made in the book is supported with multiple examples and is written clearly and casually so it is easy to understand and then apply to your own skills. This personal approach made it a fun read and not textbook like.

Coughter breaks down 'the pitch' or presentations into several points: everything is a presentation, it's not about you, how to connect with the audience, the power of emotion, how you should be and act, the authenticity of your presentation, do not let the deck drag you down, how to organize the presentation, rehearse, and be punctual. A chapter is dedicated to each one of these, and he gives at least three examples for each one to reassure the reader that these pointers have been applied and worked.

The examples used are mostly anecdotal. He uses stories and quotes from well-known businessmen and women but tends to pull from his own life experiences. The one example mentioned on several occasions was when he was sent to Japan to teach non-English speaking executives how to improve their pitching skills. One of the times he used this example was when he was discussing white space on the visual slides during the presentation. He stated that he could only get his idea across to the Dentsu executives by relating it to Hara hachi bu which roughly translates to "eat until you are 80 percent full." One the Japanese executives understood this creative analogy and applied it, they improved their presentations. This type of story exemplifies the other examples he used throughout the book to explain and show his main points. His

arguments and examples are fun and inspiring and he skillfully combines them with his vast amount of experience, easily persuading reader to believe his tips will be helpful to them as well.

The objective of this book is to extend the author's knowledge of making the perfect pitch to the reader with the hopes that they can take away at least one point he makes and apply it to their own lives. In my opinion, this book achieves this because it has inspired me to improve on my own pitching skills and I have been trying to apply his tips to my presentations since I read this book.

While this book is focused on pitching business ideas, the content is also broad enough for it to be relevant to students and employees in almost every field because a majority of students and workers have to make a presentation at some point in their lives. While reading the book I found that I should improve my skills at presenting because I was making many of the mistakes he was telling the reader to avoid. Looking back at my education I realized that I was never exactly taught how to make and present a successful presentation, which is a crucial skill throughout schooling and in the real world. Most of my peers have the same issue, sometimes even more so. I have sat through countless presentations where the visuals are PowerPoints filled to their edges with words and my classmates stand there reading the slides to the class. Afterwards they cannot seem to understand why the professor has graded them so poorly. I believe having students read or a professor teach the ideas in *Art of the Pitch* would greatly benefit the students because learning to present well is one of the most forgotten about life skills. Schooling is about preparing students for their future, and when pitching ideas is just as important as the ideas themselves, it is important to teach them that skill as well instead of glazing over it.

Overall I thoroughly enjoyed reading this engaging book and I'm glad that I chose to read it. As I mentioned, I recommend it to students, but also to anyone who has to make any sort of presentation because it is inspiring and it contains the right tips and approach to help you succeed in your next pitch or interview.

1 of 1 people found the following review helpful.

Exceptional Tips for Presenting in Business, and in Life

By Jeremy Abel

The term 'pitch' as it relates to advertising and business quickly conjures up scenes from "Mad Men" and the 1950's/1960's advertising era. However, the art of being able to convey an idea to a group of people will never go out of style, much like the lessons and tips highlighted in this book.

The examples of what makes an effective presenter, communicator, and influencer extend beyond the business world. Coughter draws on experiences from his own presentations as well as experiences from peers to deliver actionable insights for how to become a better communicator (and presenter).

Working in an industry where giving presentations to CEOs and other high-level personnel is a daily occurrence, this book has given tremendous value to the way I approach presentations. While there are numerous pieces of advice that were new to me, this also helped reinforce some of the basic principles I've relied upon in the past.

I recommend this book to anyone interested in improving their communication skills, regardless of their industry (of course, being in the world of marketing makes the author's past experiences that much more engaging and relatable).

See all 47 customer reviews...

THE ART OF THE PITCH: PERSUASION AND PRESENTATION SKILLS THAT WIN BUSINESS BY P. COUGHTER PDF

Interested? Certainly, this is why, we mean you to click the link page to check out, and then you can delight in guide **The Art Of The Pitch: Persuasion And Presentation Skills That Win Business By P. Coughter** downloaded and install up until finished. You could save the soft data of this **The Art Of The Pitch: Persuasion And Presentation Skills That Win Business By P. Coughter** in your gadget. Of course, you will bring the device everywhere, won't you? This is why, every time you have extra time, every single time you could appreciate reading by soft duplicate publication **The Art Of The Pitch: Persuasion And Presentation Skills That Win Business By P. Coughter**

Review

Praise for Peter's Seminar Presentation Skills Workshops:

'Peter has been a tremendous asset in coaching our guys on every aspect of Presentation. He's helped build up their experience, and most importantly, their confidence.' - Tony Granger, Global Chief Creative Officer, Y&R

'We have had over 100 of our senior and mid-level people go through Coughter's workshops. The results have been impressive. Rarely do we now prepare for a presentation without someone saying, 'Have we Coughter'd it?' That is the best endorsement of all in terms of the impact he has had with our company.' - Peter G. Krivkovich, President & CEO, Cramer-Krasselt

'Peter is a teacher, leader and a Zen master.' -John Adams, Chairman The Martin Agency

About the Author

Peter Coughter is a professor at VCU Brandcenter at Virginia Commonwealth University and president of Coughter & Company, which consults with leading advertising agencies around the world. His clients include: Crispin Porter + Bogusky, DDB, Cramer-Krasselt, Dentsu, GSD&M, Goodby Silverstein, JWT, Leo Burnett, Publicist, Y&R, McKinney and many others. He lives in Richmond, Virginia.

The Art Of The Pitch: Persuasion And Presentation Skills That Win Business By P. Coughter. It is the time to improve as well as refresh your ability, knowledge as well as experience included some enjoyment for you after very long time with monotone points. Operating in the workplace, going to research, gaining from exam as well as more tasks might be finished and you should begin brand-new points. If you really feel so tired, why do not you try brand-new point? A really easy point? Reviewing **The Art Of The Pitch: Persuasion And Presentation Skills That Win Business By P. Coughter** is exactly what we provide to you will certainly recognize. And the book with the title **The Art Of The Pitch: Persuasion And Presentation Skills That Win Business By P. Coughter** is the referral currently.