



Business Proposals & graphics

Business proposal

- ▶ A proposal is an offer by one party to provide product or service to another party in exchange for money.
- ▶ Essentially, business proposals are similar to sales documents in the sense that they include an overview of how the business can help the client, a value proposition, scope of work, pricing estimates, expected completion dates, and project costs etc.

Purposes of proposals

Proposals have varied purposes with a wide or narrow scope. Few of the examples are :

- ▶ To conduct a research before developing an plastic mold factory in foreign country.
- ▶ Opening an overseas office.
- ▶ To survey areas for possible water resources.
- ▶ To construct parking slots, buildings, bridges, highways.

Types

- ▶ The two basic types of proposals are :
- ▶ Sales proposals: They sent out to the potential clients or customers. Sales proposals rarely duplicate one another in either structure or style. They are often quite different, creative in directions.
- ▶ Research proposals: are usually academic in nature & mostly solicited.

Importance of proposals

- ▶ Proposals, like reports are valuable records of information in an organization.
- ▶ They act as an index of company's progress or growth.
- ▶ Successful proposals gets financial returns to the organization.
- ▶ They attempt to win contracts for the co. undertaking the project.
- ▶ Proposal writing enhances the power of estimation, judgment & discrimination in the writer.

Characteristics

- ▶ Keep in view customer's convenience, financial gain, & prestige.
- ▶ Demonstrate to appropriate decision makers that their needs would be met with.
- ▶ Be more creative than other form of professional writing
- ▶ Anticipate any possible reasons for rejection & provide suggestions for overcoming them.
- ▶ Include summary, objective, description of the problem, methodology & cost estimation.
- ▶ Follow meticulously the requirements of the recipient/organisation.

Structure

1. Prefatory parts:

- ▶ Title page
- ▶ Letter of transmittal
- ▶ Draft contract
- ▶ Table of contents
- ▶ List of tables/figures
- ▶ Executive summary

2. Body of proposals:

- Introduction
- Problem
- Need
- Background
- Objective /purpose
- Scope & limitations
- Methods & sources
- Technical procedures
 - ▶ procedures
 - ▶ Plan of attack
- .Managerial procedures
- Sequence of activities
- Equipments, facilities
- Cost estimate

Graphical representation in business writing

- ▶ Why does your business proposal need graphics?

Their role in your business proposal boils down to the following:

- a) Make your document less daunting to consume by making it easy and attractive to read.
- b) Convey your message instantly – one look and the prospect "gets" what you're saying.
- c) Clarify difficult concepts about your solution and make information more digestible

- ▶ Will your reader find your work proposal interesting if you don't find it interesting yourself?

The answer probably lies somewhere on the scale of "no way" to "less likely." And the solution, you ask? Visually appealing graphics in your business proposal.

Compelling graphics in your document can quickly take it from zero to hero – communicating your message effectively and encouraging the reader to read. In the long haul: great visuals that amplify your message increase your odds of success.

How to use graphics in business proposal

- Explain your idea or point, for instance your workflow with a flowchart.



► Provide a timeline

TIMELINE



Audit and Analysis SEO Techniques

We will analyze Vinillan Widgets' current performance on every major search engine and determine the best way to drive more traffic to your website.



6/6/19

7/6/19



SEO Campaign Development

We will design an SEO campaign to improve Vinillan Widgets' rankings on every major search engine.

SEO Campaign Launch

Our SEO experts will put the campaign it designed into motion, driving new visitors to Vinillan Widgets' website.



8/8/19

9/9/19



SEO Management and Optimization

We will track Vinillan Widgets' SEO campaign for 6 months, make improvements to convert more visitors into customers, and provide monthly reports to to review.

- ▶ Make pricing and other complex sections easy to understand.
- ▶ Most readers jump straight to the pricing section after reading the intro.
- ▶ Yo


Budget.

Since the tasks are continuous, all expenses will be billed hourly and at the end of each month, a detailed invoice will be forwarded to the client's email, receiving which, the client has to clear all dues within the first week of the following month.

Step	USD/Hour
Illustrations/Visual Assets	\$10
Copywriting for Ads and Video Script	\$7
Blog Writing	\$12
Video Creation	\$15
Ad Setup	\$25
Email Development and Follow Up	\$15

Budget



- 
- ▶ Share social proof in a visually appealing design.
 - ▶ Most people find it hard to read through social proof that looks like a pile of mess. They wouldn't read the praise you desperately want them to if you don't present it to them in an appealing, clutter-free manner.

Rule of Thumb Before Adding Graphics

- ▶ Only add graphics to supplement your message.
- when text is paired with visuals, it is 323% more likely to encourage viewers to follow instructions provided than when text is at work only. But don't overdo.
- ▶ Make sure your graphics are consistent.
- This means your design needs to have the same elements including a uniform color scheme from the landing page for your service to finalizing your business proposal. This will help your visitors get familiar with your branding, leaving a crisp and memorable impression.

Types of graphics

- ▶ Charts and Graphs
- ▶ Illustrations
- ▶ Images
- ▶ Tables
- ▶ Info graphics
- ▶ Icons

Business letters

7cs of letter writing

Clarity

Conciseness

Correctness

Courtesy

Cordiality

Conviction

Completeness

Purpose

- To inform
- To enquire
- To request
- To complain
- To sell a product, service, or scheme
- To congratulate
- To order
- To collect dues
- To make an adjustment
- To apply for a job

Structure

- Standard elements

Headlines

Dateline

Inside address

Salutation

Message

Complimentary close

Signature block

Additional elements

- Addressee notation
- Attention line
- Subject line
- Reference initials
- Enclosure notation
- Copy notation
- Mailing notation
- Postscript

Layout

- Block layout
- Modified layout

Principles

- Use the 'you' attitude
- Be clear & concise
- Be correct & complete
- Emphasize the positive
- Be courteous & considerate

Example of you sentences with 'you' attitude

We/matter –of-fact attitude	'You' attitude
We are happy to receive your request for the electric car.	Thank you for your request for the electric car.
We are pleased to announce our new insurance scheme.	Now you can avail our new insurance scheme.
We regret that the goods didn't reach the buyer in time.	We regret that you could not receive your goods in time

Examples when not to use 'You' attitude

'you' attitude	Impersonal attitude
Your indifferent attitude has caused this problem.	A little more care could have avoided this problem.
You failed to respond to the email on time.	The mail was not responded to on time.
You have not connected the phone yet	The phone has not been connected properly.

Examples of correctness & completeness

- ‘Send your payment as soon as possible’.
- Does not give the correct information(mode of payment, name of the company on records, does not specify the time deadline.)
- We need a large office.
- Does not define the location, size, furnished , non furnished , preferred floor etc)
- The term correctness refers to accuracy or precision and
- Completeness refers to thoroughness or giving all the required details.
- To be correct & complete one has to understand the purpose of the letter & convey it clearly.

Guidelines in writing a letter or email

- Use evaluative & factual words rather than abstract & general expressions
- Use unambiguous words/phrases
- Proofread the message.
- Check whether all queries has been raised or answered & all the details provided.
- Use positive approach while writing. Positive words are always best to achieve your goal.

Emails

- Advantages
 - Communicate quickly
 - Easy to send messages to multiple recipient in one click.
 - It allows one to maintain the mailing list.
 - Thousands of email messages can be stored & saved.
 - Emails can be marked with high, medium or low priority.
- Disadvantages
 - Emails are insecure as it is editable.
 - Emails can not retracted. Once the send button is pressed you can not bring it back.
 - We can receive too much or unwanted emails.
 - We may not know the person with whom we are communicating.

Email etiquette

- Answer swiftly
- Do not overuse, reply all
- Use templates for frequently used responses
- Use proper structure & layout
- Identify yourself and the topic
- Answer all the questions asked
- Be concise to the point
- Use proper grammar, spelling and punctuations
- Do not write in capitals
- Do not attach unnecessarily heavy files
- Be careful with formatting
- Do not use emoticons
- Avoid using Urgent and Important

Tips for email effectiveness

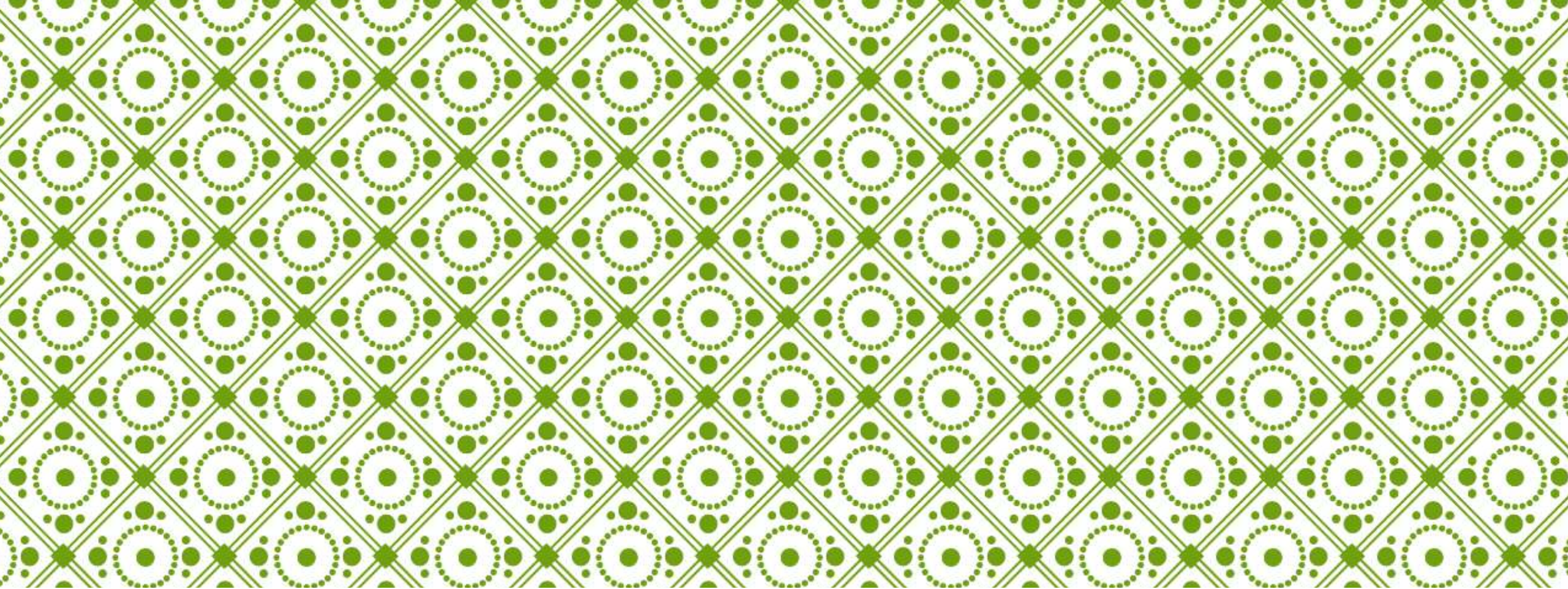
- Write a meaningful subject line
- Keep the message focused & readable
- Identify & introduce yourself clearly
- Be kind
- Proofread
- Do not assume privacy
- Distinguish between formal & in formal situations.
- Respond promptly
- Show respect & restraint

Power of handwritten notes

- Hand written notes are more memorable(letters, memos, applications,
- They are long-lasting than digital counterparts.
- They also demonstrate deeper personal investment from the letter writer.
- Writing notes will improve your health, help you sleep ,reduce anxiety , and give you better quality of life.

Occasions for handwritten notes

- Thank you
- Sorry
- Congratulations
- Condolences
- Love holiday



BUSINESS COMMUNICATION AND SPONTANEOUS SPEAKING

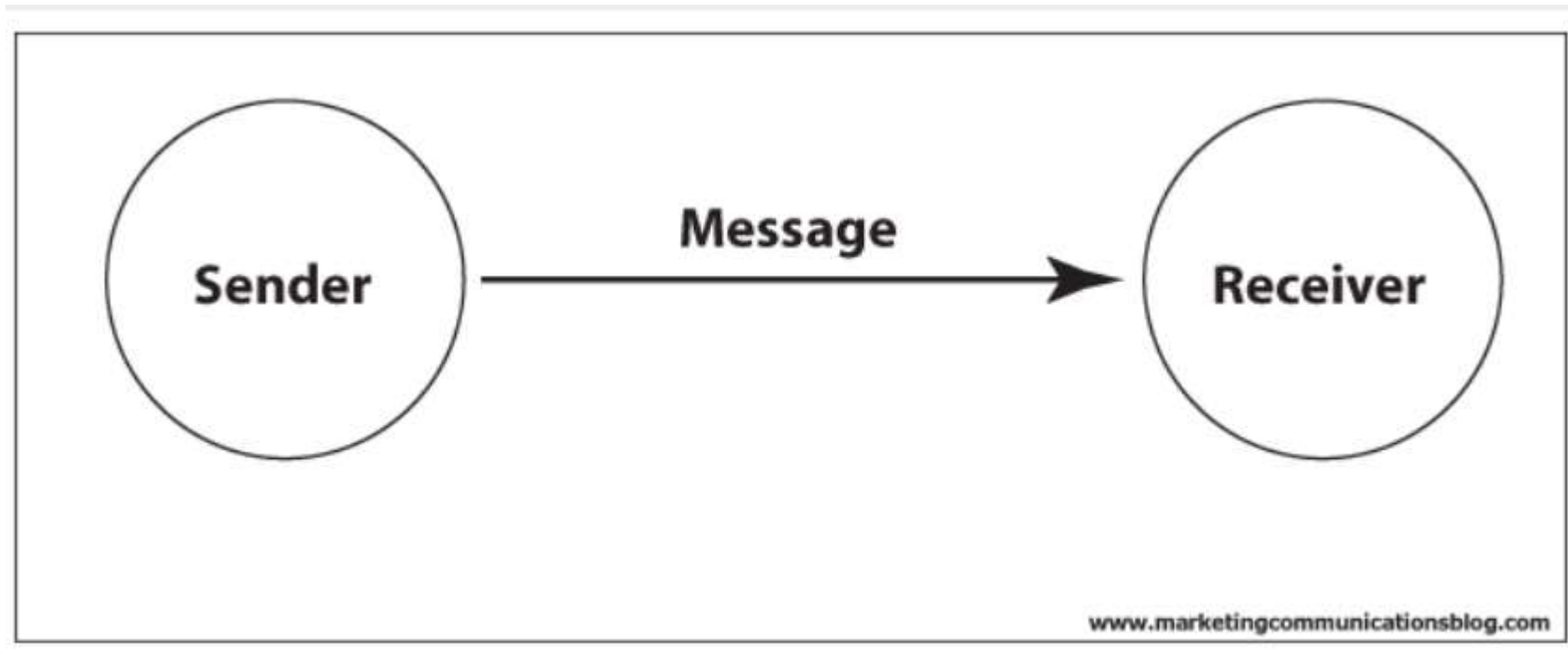
By: Poonam Hans

CONTENT

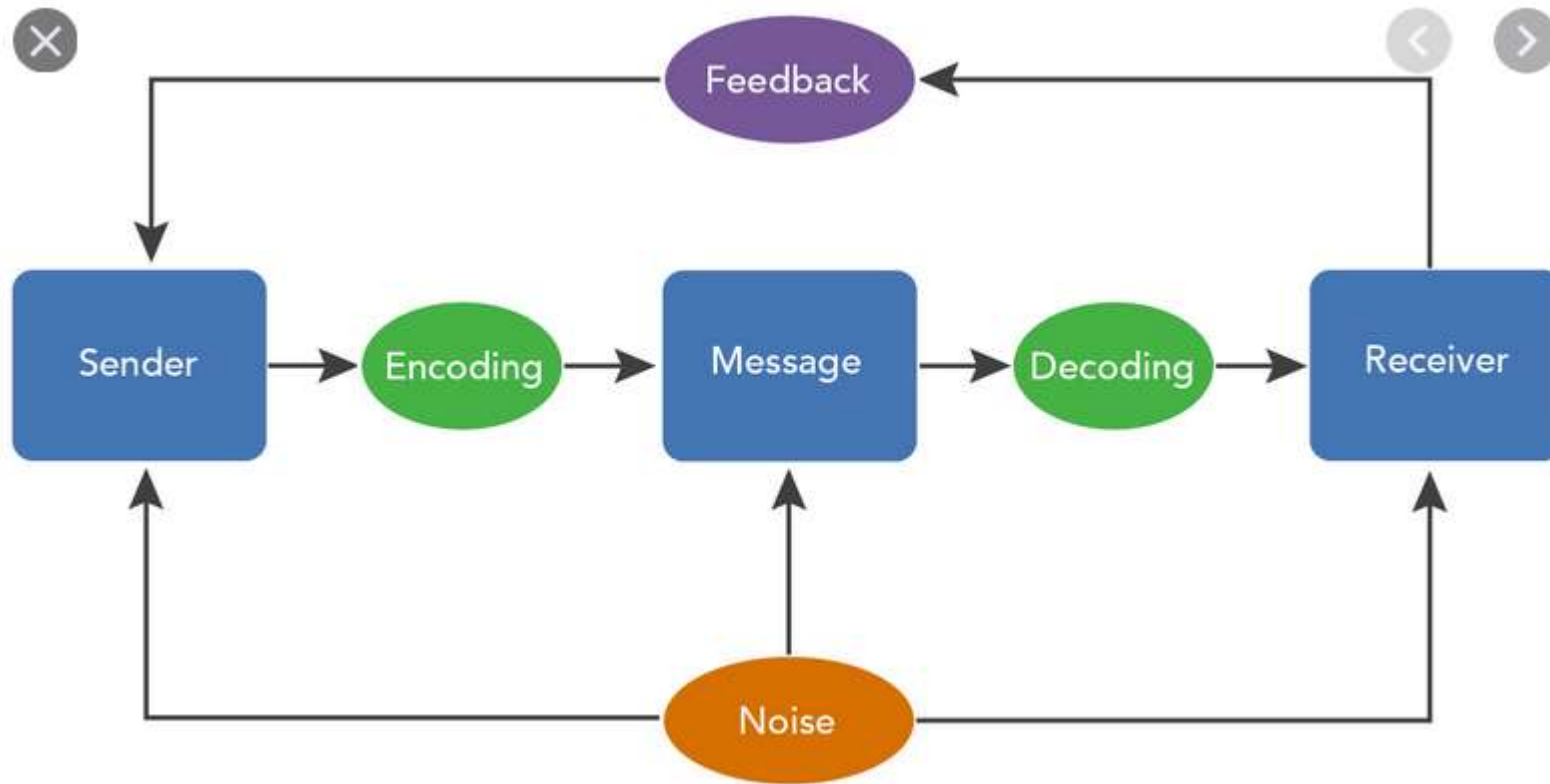
1. What is Communication?
2. Process of Communication
3. Types of Communication
4. What is Spontaneous Communication?
5. Anxiety Management and techniques.
6. Ground Rules

WHAT IS COMMUNICATION?

Communication is the act of sharing or exchanging the information, ideas or feelings.



PROCESS OF COMMUNICATION



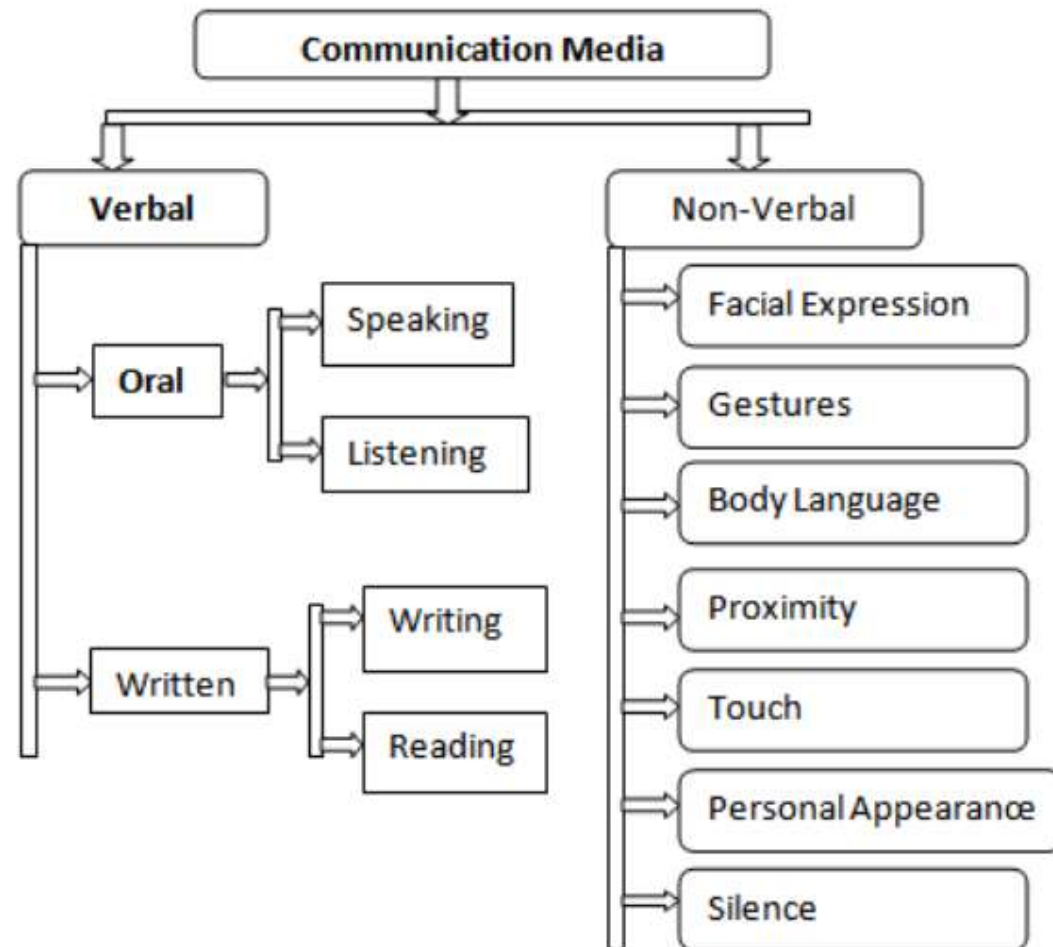
TYPES OF COMMUNICATION

There are 2 types of communication:

1. Verbal communication refers to the production of spoken language to send an intentional message to a listener.

2. Non-verbal communication includes facial expressions, the tone and pitch of the voice, gestures displayed through body language and the physical distance between the communicators.

TYPES OF COMMUNICATION



SPONTANEOUS SPEAKING

What is Spontaneous Speaking?

Spoken language that occurs without prompting or during an unstructured conversation.

Examples: General Conversations, Personal Interviews, Networking sessions etc.



WHY IS SPONTANEOUS SPEAKING AN IMPORTANT ASPECT OF BUSINESS COMMUNICATION?

Business Communication is the process of Communicating in a formal business environment through planned channels of communication.

Spontaneous speaking skills help the members of the organisation to communicate effectively and efficiently within the organisation and outside the organisation to ensure the smooth running of operations.

Eg:

Sales Teams: makes sales calls, meetings etc.

PR Teams: communicate with people outside the organisation and act as the company spokespersons.

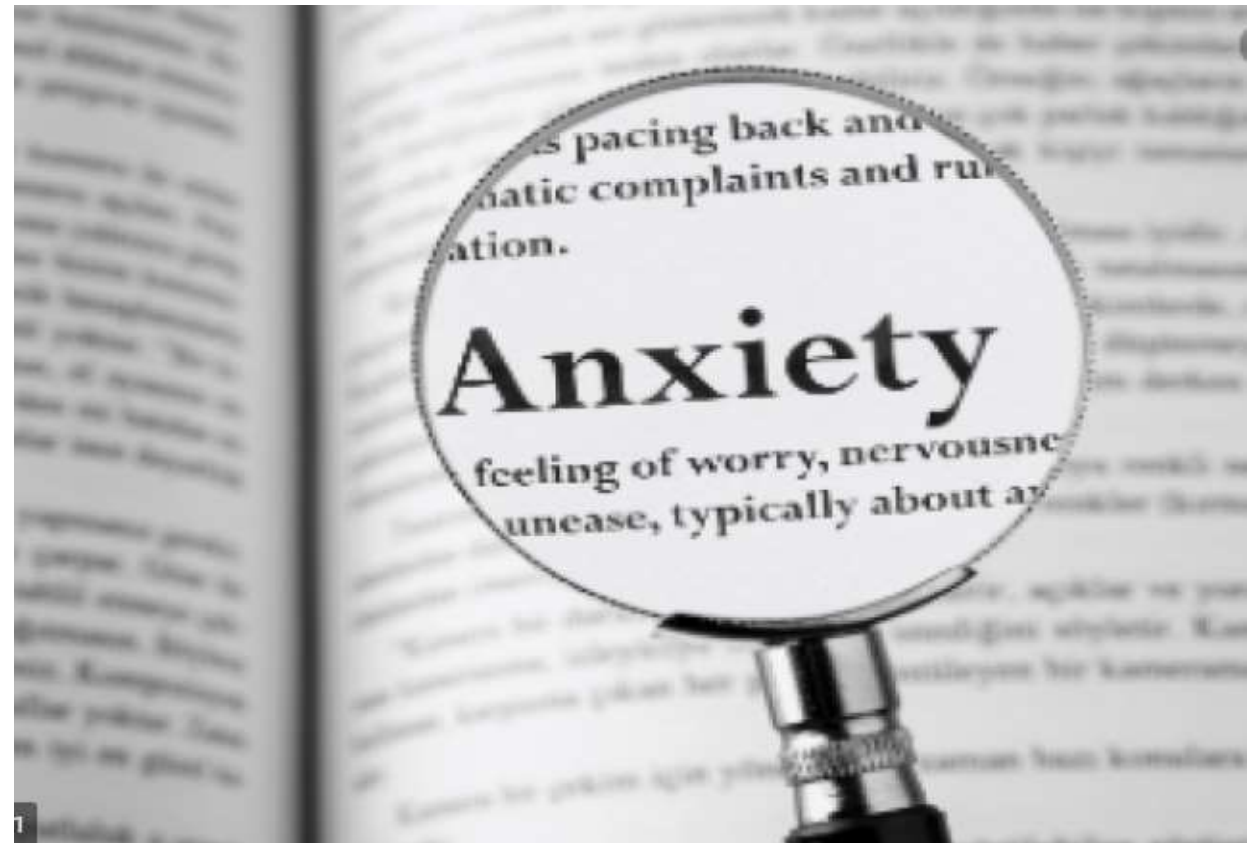
PROBLEMS FACED DURING SPONTANEOUS SPEAKING

1. Fear
2. Nervousness
3. Uneasiness
4. Sense of Insecurity
5. Stomach Gurgling
6. Nausea
7. Perspiration



REASON?!

Anxiety is your body's natural response to stress. It's a feeling of fear or apprehension about what's to come.



ANXIETY MANAGEMENT

It is important to have a control over anxiety in order to remove any hindrances that one's brain causes when he/she is in the spotlight.

The Techniques for anxiety management:

1. Greet your anxiety
2. Spontaneous speaking is a conversation not performance
3. Orientation of time (Be in the present)



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GREET YOUR ANXIETY

Welcome your anxiety, accept and normalise it.

Try to get anxiety in your comfort zone.

Don't be overwhelmed.

Stay calm.



CONVERSATION NOT PERFORMANCE

Train yourself into thinking of spontaneous speaking as an opportunity to convey your thoughts with others.

Interact with the audience, ask them questions, engage them in activities to grab their attention and involve them by giving them an opportunity to communicate with you.

Use conversational language. Don't use language that is highly technical in nature or involves high vocabulary. Communicate using simple terms to be an effective speaker and beat anxiety.



ORIENTATION OF TIME (BE IN THE PRESENT)

Anxiety's sole cause is the unpredictable consequence of the future.

Humans tend to be more pessimistic than optimistic.

Forget about the future, be in the present.

The consequence is a result of your present actions.

ACTIVITY: Tongue Twister!

Tongue twister will make you concentrate on your pronunciation skills, indirectly dragging your mind from thinking about the future to the present and warm up your voice up!!



GROUND RULES TO SPEAKING SPONTANEOUSLY

It is important to be able to convey the message you wanted to convey effectively and spontaneously without compromising any details of the information.

To achieve the same one must follow the ground rules to speak spontaneously:

1. Get out of your own way.
2. See speaking as an opportunity and not a challenge.
3. Slow Down and Listen.
4. Tell a story

RULE 1: GET OUT OF YOUR OWN WAY!

1. Expectations are the villain!

Aim to achieve the best but avoid expecting things to happen definitely in the future. Future is unpredictable, don't pressurise yourself.

2. Train your brain.

Your brain has muscle memory which creates patterns and restricts your vision to just one dimension of things, try to think out of the box by practising.

The restrictive memory causes frictions in the process of spontaneous situations and one ends up putting too much pressure on their brain which will ultimately prevent you from acting spontaneously.

RULE 2: SPEAKING IS AN OPPORTUNITY NOT A CHALLENGE

Spontaneous speaking is often thought of as a challenge.

One should disregard that thought and view speaking as an opportunity.

Opportunity is positive and keeps one's shoulder burden free.

Challenge is negative and makes one fear from failing to communicate effectively.

Examples on how spontaneous speaking is an opportunity:

1. Networking meetings
2. Conferences
3. Career fairs

RULE 2: SPEAKING IS AN OPPORTUNITY NOT A CHALLENGE

The secret of success is to be ready when your opportunity Comes.

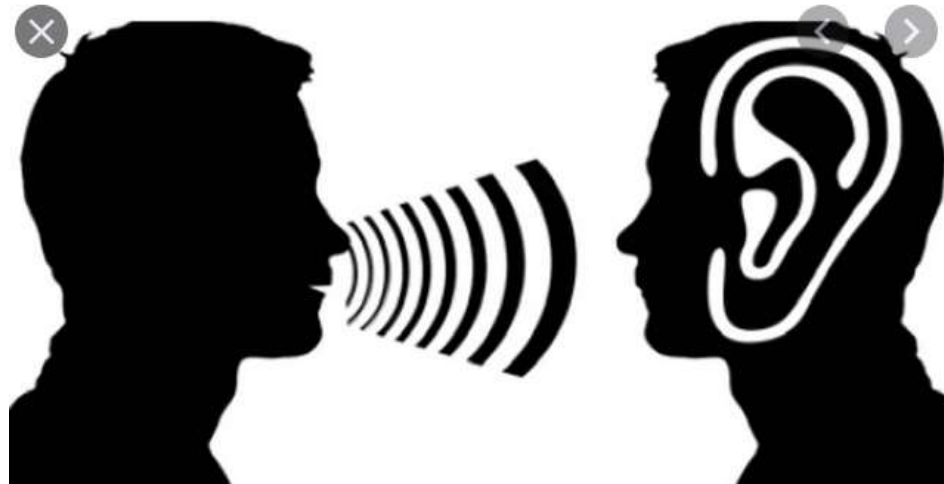


RULE 3: SLOW DOWN AND LISTEN

Cater to the audience by listening to them.

A conversation is a two way process and to communicate effectively, one must know what information he/she needs to give out as per the requirement of the audience.

Don't practise selective listening as that will make you transmit wrong information and will confuse your audience.



RULE 4: TELL A STORY

Structure the information before sharing it with the audience.

Create a flow between them and interrelate information to keep the audience engaged.

Basic structure that one can use to convey information.

Introduction

Body

Conclusion.

Eg: Letters, Reports etc.



THANK YOU!

Business idioms & corporate terms

The most common idioms/phrases/jargons

- ▶ **Win-win:** A situation or result that is beneficial/good for everyone (involved).
- ▶ **In the pipeline:** Something being in process, in queue.
- ▶ **Downsizing:** make (a company or organization) smaller by eliminating staff positions.
- ▶ **Read between the lines:** To understand something that is not obvious or something that is not directly communicated. I read between the lines and all I see is empty white space.
- ▶ **Think outside the box:** Thinking differently, creatively, outside of normal possibilities.
- ▶ **Going forward:** From now on. In the future.
- ▶ **I have a lot on my plate:** Having more work or responsibilities beyond one's capability.
- ▶ **Reach out:** Attempt to communicate. *Metaphorically to move forward or upward in order to touch.*
- ▶ **Touch base :** Briefly make or renew contact with someone.
- ▶ **Give 110% :** To give beyond the standard, to exceed expectations. *Mathematically, irrational expression!*
- ▶ **Paradigm Shift:** An overused term since last century, to mean "fundamental change", "critical adjustment".
- ▶ **At the end of the day:** Unless it is really the end of the day, say "Finally", "Ultimately".
- ▶ **Raise the bar:** To expand the limits and reach for the top.
- ▶ **Ball is in your court:** It is up to you to make the next decision or step, *(it took a while to realize that we were playing a game).*
- ▶ **Best of breed:** Used to describe the best representative of a breed, a category, a product.
- ▶ **Take it to the next level:** to make something better.
- ▶ **It is what it is:** To mean, "It is not going to change".
- ▶ **The bottom line:** Meaning, the essential point, inference from something
- ▶ **The 80-20 rule:** It is a rule of thumb that states, "80% of outcomes can be attributed to 20% of all causes for a given event". In business, the 80-20 is often used to point out that 80% of a company's revenue is generated by 20% of its total customers. Therefore, the rule is used to help managers identify and determine which operating factors are most important and should receive the most attention, based on an efficient use of resources

Identify the Biz-words
within 5 minutes



Public speaking

- ▶ The process of speaking to a group of people in a structured deliberate manner intended to inform ,influence or entertain the listeners.
- ▶ Public Speaking is a 'formal' face-to-face communication method where a person uses the medium of speech to inform and or influence a group of listeners .
- ▶ Public speaking, also called oratory or oration, has traditionally meant the act of speaking face to face to a live audience.

Five basic elements of public speaking

- ▶ Public speaking requires the ability to develop & present ideas in a persuasive & organized manner.
- ▶ In public speaking ,as in any form of communication , there are five basic elements, often expressed , those are :
- ▶ Who is saying
- ▶ What is he/she saying
- ▶ To whom is he/she saying
- ▶ Which medium is using while speaking
- ▶ With what effects

3 pillars of public speaking & persuasion

- ▶ Persuasive speaking is a skill that you can apply regularly throughout your life, whether you are selling a product or being interviewed. 2,300 years ago, [Aristotle](#) determined the components needed for persuasive speaking. They are referred to as the three pillars of persuasion - ethos, pathos and logos.

What are ethos, pathos and logos?

- ▶ Ethos, pathos and logos are modes of persuasion used to convince and appeal to an audience. You need these qualities for your audience to accept your messages.
- ▶ **Ethos:** your credibility and character
- ▶ **Pathos:** emotional bond with your listeners
- ▶ **Logos:** logical and rational argument

Why is ethos important?

High Ethos	Low Ethos
Audience will concentrate and listen	Audience will not concentrate or listen
Audience assumes you will share something useful and they respect you	Low expectations and if you start poorly the audience will not listen
Audience are more likely to be persuaded	Audience are less likely to be persuaded
You can give a bad speech but you are still able to persuade the audience	Your speech needs to be very good to persuade the audience

Pathos - The Emotional Appeal

- ▶ Pathos is Greek for suffering and experience. Empathy, sympathy and pathetic are derived from pathos.
- ▶ Pathos is to persuade by appealing to the audience's emotions. As the speaker, you want the audience to feel the same emotions you feel about something, you want to emotionally connect with them and influence them. If you have low pathos the audience is likely to try to find flaws in your arguments.

Why is pathos important?

- ▶ Emotions are motivators so the audience is more likely to be persuaded and act on your requests by using pathos. Pathos is more likely to increase the chances of your audience:
- ▶ Understanding your point of view.
- ▶ Accepting your arguments.
- ▶ Acting on your requests.

Logos - The Logical Appeal

- ▶ The word “logic” is derived from logos.
- ▶ Logos is to appeal to logic by relying on the audience's intelligence and offering evidence in support of your argument. Logos also develops ethos because the information makes you look knowledgeable. Ask the following questions to decide if you have achieved logos:
 - ▶ Are my messages coherent?
 - ▶ Does the evidence support my claims?
 - ▶ Will the audience's actions lead to my desired outcome?

Why is logos important?

- ▶ Essentially, logical arguments that make sense are not easily dismissed.
- ▶ Improving logos
- ▶ **Be comprehensive:** Make sure your points and arguments can be understood
- ▶ **Be logical:** Ensure that your arguments make sense and that your claims and evidence are not implausible. Have a plan for dealing with opposing viewpoints that your listeners may already believe.
- ▶ **Be specific:** Base your claims on facts and examples as your arguments will be accepted quicker than something nonspecific and non-concrete. The more easily the evidence is accepted, the more easily the conclusions will be accepted.

Why do you need public speaking

- ▶ To present your ideas properly
- ▶ To convince people
- ▶ Motivate listeners to make a change
- ▶ To win over the crowd
- ▶ To inform
- ▶ It allows us to form connections
- ▶ To leave a strong & lasting impression
- ▶ It allows us to influence decisions
- ▶ To win confidence of people

Benefits of public speaking

- ▶ Career advancement
- ▶ Boost confidence
- ▶ Critical thinking
- ▶ Personal development
- ▶ Improve communication skills
- ▶ Make new social connections
- ▶ Personal satisfaction
- ▶ Expand your professional network
- ▶ Learn to persuade
- ▶ Build leadership skills
- ▶ Learn performance skills
- ▶ Develop your vocabulary and fluency
- ▶ No fear of impromptu speaking
- ▶ Learn to argue
- ▶ Helps you drive change

Skills required for public speaking

- ▶ Planning & Preparation
- ▶ Positive Non-Verbal Communication
- ▶ Communication = 55% of body language
+ 38% of vocal quality + 7 % of content = 100% communication
- ▶ Confidence

Tips of public speaking

- ▶ Know your material
- ▶ Pick a subject you are interested in.
- ▶ Have thorough knowledge about your topic
- ▶ Use humor
- ▶ Use stories
- ▶ Use conversational language
- ▶ Practice
- ▶ Know your audience by greeting some of the audience personally.
- ▶ Check the arrangements in advance
- ▶ Before you say anything say good buy to nervousness pause, smile & count
- ▶ Visualize yourself giving a speech
- ▶ Imagine your voice , loud , clear & confident
- ▶ Concentrate on the message not the medium.
- ▶ Gain experience by speaking publically.