**COMMUNICATION – FIB: SESSION 6**

**Business Communication: Process and Product – 9th Edition**

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**Chapter Thirteen: Proposals, Business Plans, and Formal Business Reports**

A \_\_\_\_\_\_\_\_\_\_ may be defined as a written offer to solve a problem, provide a service, or sell equipment.

Some proposals are internal, often taking the form of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ reports.

Most proposals, however, are external. These proposals respond to \_\_\_\_\_\_\_\_\_\_ \_\_\_\_ \_\_\_\_\_\_\_\_\_ (RFPs).

Proposals may be further divided into two categories: (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Informal proposals usually contain six principal components: (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_, (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_, (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_, (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_, (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_, (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Most proposals begin by briefly explaining the reasons for the proposal and highlighting the writer’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The background section \_\_\_\_\_\_\_\_\_\_\_ the problem and \_\_\_\_\_\_\_\_\_\_\_ the goals or purposes of the project.

In the proposal section itself, you should discuss your \_\_\_\_\_\_\_\_\_\_\_ for solving the problem.

The staffing section of a proposal describes staff qualifications for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the proposal as well as the credentials and expertise of the project leaders. It attests to the size and qualifications of the staff.

A central item in proposals is the budget, a list of proposed project costs. Some writers title this section “\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_.”

The closing section should remind the reader of the proposal’s key \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and make it easy for the reader to respond.

To help readers understand and locate the parts of a formal proposal, writers organize the project into a typical structure. In addition to the six basic components described for informal proposals, formal proposals may contain some or all of the following components: (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_, (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_, (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_, (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_, (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_, (6) \_\_\_\_\_\_\_\_\_\_\_\_\_\_, and (7) \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

A grant proposal is a formal proposal submitted to a government or civilian organization that explains a project, outlines its budget, and requests \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the form of a grant.

Another form of proposal is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

A business plan may be defined as a description of a proposed company that explains how it expects to achieve its marketing, financial, and operational goals.

Your business plan is more likely to secure the funds it needs if it is carefully written and includes the following elements: (1) \_\_\_\_\_\_\_\_\_\_\_\_\_, (2) \_\_\_\_\_\_\_\_\_\_\_\_\_, (3) \_\_\_\_\_\_\_\_\_\_\_\_\_, (4) \_\_\_\_\_\_\_\_\_\_\_\_\_, (5) \_\_\_\_\_\_\_\_\_\_\_\_\_, (6) \_\_\_\_\_\_\_\_\_\_\_\_\_, (7) \_\_\_\_\_\_\_\_\_\_\_\_\_, (8) \_\_\_\_\_\_\_\_\_\_\_\_, and (9) \_\_\_\_\_\_\_\_\_\_\_\_.

A letter of \_\_\_\_\_\_\_\_\_ provides contact information for all principals and explains your reason for writing.

A business plan mission statement explains the \_\_\_\_\_\_\_\_\_\_\_\_\_ of your business and why it will succeed.

A mission statement describes the \_\_\_\_\_\_\_\_\_\_\_\_\_ an organization or program exists.

Your \_\_\_\_\_\_\_\_\_\_\_\_\_\_ summary, which is written last, highlights the main points of your business plan and should not exceed two pages.

List the page numbers and topics included in your plan. Identify the \_\_\_\_\_\_\_\_\_ of your business (proprietorship, partnership, or corporation) and its \_\_\_\_\_\_\_\_ (merchandising, manufacturing, or service).

In jargon-free language, explain what you are providing, how it will benefit customers, and why it is better than existing products or services. For startups, explain why the business will be \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Discuss market characteristics, trends, projected growth, customer behavior, complementary products and services, and barriers to entry. Identify \_\_\_\_\_\_\_\_\_\_\_ and how to attract, hold, and increase market share.

Explain specifically how you will run your business, including location, equipment, personnel, and management. Highlight experienced and well trained members of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ team and your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Outline a realistic startup \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that includes fees for legal and professional services, occupancy, licenses and permits, equipment, insurance, supplies, advertising and promotions, salaries and wages, accounting, income, and utilities. Also present an operating budget that projects costs for personnel, insurance, rent, loan payments, salaries, taxes, repairs, and so on.

Provide necessary extras such as managers’ resumes, promotional materials, and product photos in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Most appendixes contain tables that exhibit the sales forecast, a personnel plan, anticipated cash flow, profit and loss, and a balance sheet.

At the Small Business Administration (SBA) website, you will find more business plan \_\_\_\_\_\_\_\_\_\_\_\_\_.

A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ report may be defined as a document in which a writer analyzes findings, draws conclusions, and makes recommendations intended to solve a problem.

The principal section in a formal report is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

It discusses, analyzes, interprets, and evaluates the research findings or solution to the initial problem. This is where you show the evidence that justifies your conclusions.

The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is an important section which tells what the findings mean, particularly in terms of solving the original problem.

When asked, you should submit \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that make precise \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for actions to solve the report problem.

Incidental or supporting materials belong in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ at the end of a formal report.

Include the author, title, publication, date of publication, page number, and other significant data for all \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ used in report.

**Chapter Fourteen: Business Presentations**

All business people have to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ others or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ an idea.

Such informative and persuasive presentations are often conveyed in person and involve \_\_\_\_\_\_\_\_\_\_\_\_\_ of various sizes.

When you are in the job market, remember that \_\_\_\_\_\_\_\_\_\_\_\_\_\_ skills rank high on recruiters’ wish lists.

A common part of a business professional’s life is making presentations. Some presentations are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, whereas others are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Regardless of the type of presentation, you must prepare carefully to ensure that it is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

As in any type of communication, a second key element in preparation is analyzing your audience, anticipating the reactions of audience members, and adjusting to their needs if necessary. Audiences may fall into four categories: (1) \_\_\_\_\_\_\_\_\_\_, (2) \_\_\_\_\_\_\_\_\_\_\_\_, (3) \_\_\_\_\_\_\_\_\_\_\_\_, and (4) \_\_\_\_\_\_\_\_\_\_\_\_.

By anticipating your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, you have a better idea of how to organize your presentation.

Other elements, such as age, gender, education level, experience, and the size of the audience, will affect your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

After determining your purpose and analyzing the audience, you are ready to collect information and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ it logically.

Strive to accomplish three goals in the introduction to your presentation:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If you are able to appeal to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and involve them in your presentation right from the start, you are more likely to hold their attention until the finish.

To establish \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, describe your position, knowledge, education, or experience – whatever qualifies you to speak.

After capturing your audience’s attention and effectively establishing your credibility, you will want to preview the main points of your topic, perhaps with a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The most effective oral presentations focus on a few principal ideas.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Strive to achieve three goals in summarizing the conclusion:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

A conclusion is like a punch line and must \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Good speakers are adept at building audience \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. They form a bond with the audience, entertaining as well as informing.

Although what you say is most important, the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ messages you send can also have a powerful effect on how well your audience receives your message.

You will lose your audience quickly if you fill your talk with abstractions, generalities, and dry facts. Use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that is engaging, realistic, and credible; such as: (1) Metaphor, (2) Analogy, (3) Personalized Statistics, (4) Scenarios, (5) Anecdote, and (6) Simile

Good visual aids \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ main points, thus improving comprehension and retention. They increase audience interest, and they make the presenter appear more professional, better prepared, and more persuasive.

Once you have organized your presentation and prepared visuals, you are ready to \_\_\_\_\_\_\_\_ delivering it.

Inexperienced speakers often hold on to myths about public speaking. They may believe that they must \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ an entire presentation or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ from a manuscript to be successful.

Focus on effective delivery techniques:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

You can learn to control and reduce stage fright, and incorporate techniques for effective speaking, by using the following strategies before, during, and after your presentation (provide a few examples):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

An increasing number of organizations are using teams. Teams \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to make sure presentations meet objectives.

Whether your team produces written reports, multimedia presentations, or oral presentations, you generally have considerable control over how each project is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Before any group begins to talk about a specific project, members should get together and establish basic \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

When teams first organize, they should also consider the value of \_\_\_\_\_\_\_\_\_\_\_. By bringing conflict into the open and encouraging confrontation, teams can prevent personal resentment and group dysfunction.

The most successful teams make \_\_\_\_\_\_\_\_\_\_\_\_\_ a top priority.

Once teams have established \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_, members are ready to discuss the target document or presentation.

Team members should consider how the report or presentation will be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – in person, online, or by email.

Next, the team should \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a work plan, assign jobs, and set deadlines.