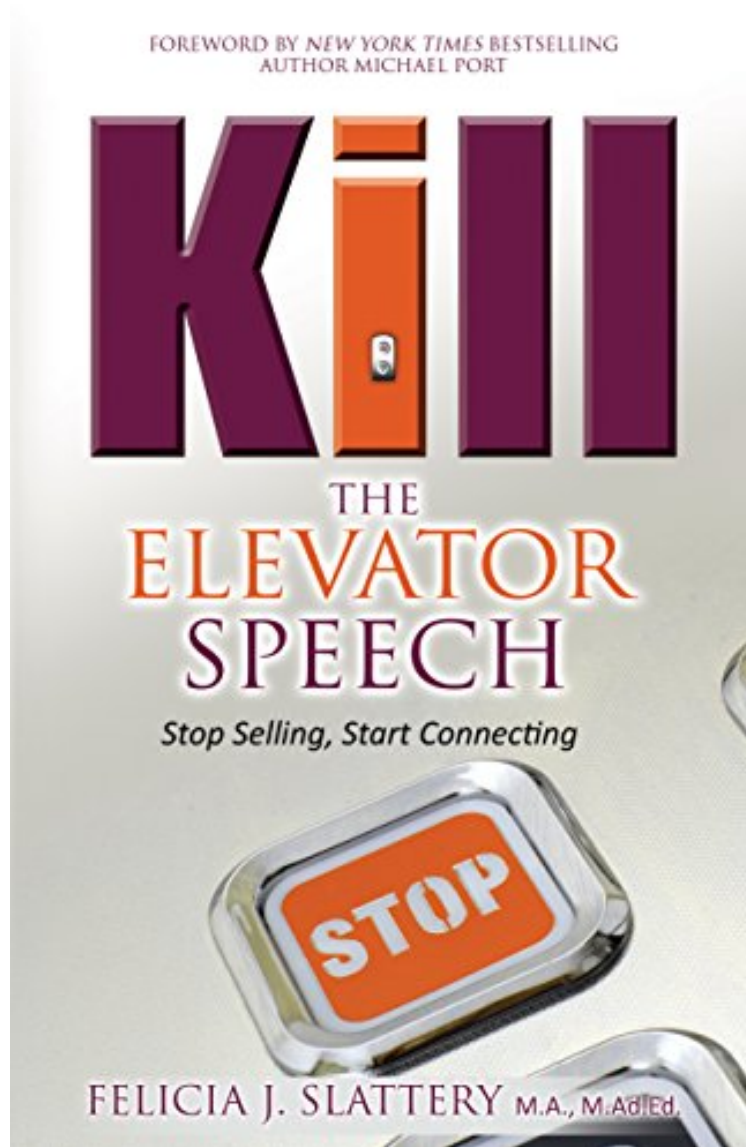


(Download free ebook) Kill the Elevator Speech: Stop Selling, Start Connecting

Kill the Elevator Speech: Stop Selling, Start Connecting

Felicia J Slattery

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Felicia J Slattery : Kill the Elevator Speech: Stop Selling, Start Connecting before purchasing it in order to gage whether or not it would be worth my time, and all praised Kill the Elevator Speech: Stop Selling, Start Connecting:

9 of 9 people found the following review helpful. Fantastic Advice, And Leading By ExampleBy Steve Sipress*FULL DISCLOSURE* The author has been a consulting client of mine for several years, and mentions that fact in this book.Seth Godin titled one of his books, "All Marketers Are Liars", and then pointed out on page 15 of the book that of course "I wasn't being completely truthful with you when I named this book. Marketers aren't liars."Felicia Slattery has done the same thing here. She has brilliantly appeared controversial with her title to get attention, yet actually, in

this book, she simply renames the elevator speech as a "mini-introduction," and teaches the reader how to create an effective one, as well as exactly when and where to use it. Being a master communicator, networker and speaker herself, Felicia also shares extremely valuable tips on how to do all three of those much more effectively than most businesspeople do now. She encourages and instructs the reader on precisely what to do when meeting peers and prospects instead of what they most likely currently do, which is simply spitting out the dreaded canned "elevator speech." Felicia's unbeatable positive spirit and joy for helping people come shining through in this outstanding book. Every businessperson could benefit from becoming a consulting client of Felicia's; the next-best thing would be reading this book. And implementing what she teaches.

0 of 0 people found the following review helpful. Say more with less... By Donna Blevins

Coming from a sales and communication background, I was intrigued by the title "Kill the Elevator Speech," especially from the heart-centered, woman-of-faith, Felicia Slattery. Because of her sincerity and her ability to get to the point, I goggle up her training --- from her Signature Speechtrade; program to her Speaker One-Sheet Templates to her "21 Ways to Make Money Speaking"; quick-read book, to name a few. The one thing that stands out for me is that Felicia helps me say more with less. The "elevator speech" phrase was originally coined to prompt you to deliver what you do in a short time span riding on an elevator, anywhere from thirty seconds to two minutes. Because of that, it seems that over the years, people spew out their elevator speech without first connecting. Felicia helped me realize that it's not about me; it's about the other person. Find out who THEY are and WHAT delights them. Create a dialogue when meeting new people rather than puking out what you want them to know about you. Engagement is the key. Thank you once again, Felicia, for helping me to say more with less!

Donna Blevins

Poker MindSet Coach

0 of 0 people found the following review helpful. A refreshing approach to business communications

By Steve

I really wish everyone would read this book. I get tired of being "dumped on" when meeting new people at various events. I'm afraid to ask people what they do because I open myself up to a canned response that makes no attempt to create a business relationship. Felicia's approach is a dramatic improvement - she offers a refreshing approach to building a business relationship with new people. Rather than repeating a tired elevator speech that likely scares off most people, this book teaches techniques and systems to actually connect with people. And, Felicia reminds us that our focus is on the other person (not ourselves). I sincerely hope that every businessperson reads this book - it will make business events much more enjoyable and productive for everyone involved.

Contrary to popular marketing and networking wisdom, regurgitating a memorized "elevator speech" all over a poor unsuspecting soul who happens to ask the dreaded "what do you do?" question, does not work to establish a true connection with another human being. Kill the Elevator Speech is about why those standard, memorized verbal vomits are so horribly wrong and what to do and say instead that will actually bring people together, help others understand who you are, and create the beginnings of a referral and professional relationship to go beyond the initial handshake and obligatory card swap. The reader will learn how to walk into any room, confidently knowing how to handle, answer and completely address the question "what do you do?" with ease and grace, while also making the person they are speaking to feel comfortable and connected.

About the Author Felicia J. Slattery, M.A., M.Ad.Ed, communication consultant, author and speaker, lives life on her terms --- full of energy, passion, and enthusiasm. With a background in communication and training, Felicia uses her knowledge and experience to give experts and entrepreneurs the tools they need to effectively communicate their messages and reach their goals. Felicia lives near Chicago with her family.