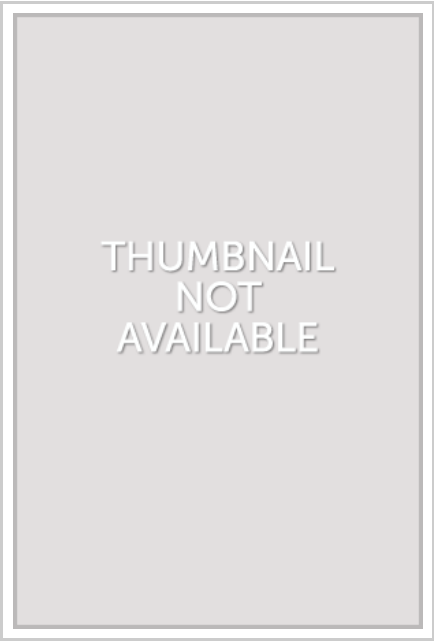


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Small Message, Big Impact: The Elevator Speech Effect (Hardback)

By Terri L Sjodin

PORTFOLIO, United States, 2012. Hardback. Book Condition: New. Revised. 213 x 142 mm. Language: English . Brand New Book. Whether I m pitching a potential client or creating a blockbuster ad campaign, I m always thinking about how to make the message smaller so the impact will be bigger. Terri Sjodin has codified the science of getting this right. Linda Kaplan Thaler, CEO of The Kaplan Thaler Group and best-selling coauthor of The Power of Small and Bang! You re at the airport waiting for a flight, burning time by checking your e-mail. Then you spot the CEO of a company you ve wanted to connect with for ages. He s also waiting for his flight. Your flight! Should you walk over? What would you say? We ve all been there. An opportunity presents itself and you have one chance to share your important message. The clock is ticking. And in this age of information overload, no business skill is more essential than being able to connect with others quickly, whether in a one-on-one meeting or in front of thousands of people. Acclaimed speaker and consultant Terri Sjodin defines an elevator speech as a brief presentation that introduces a product,...

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