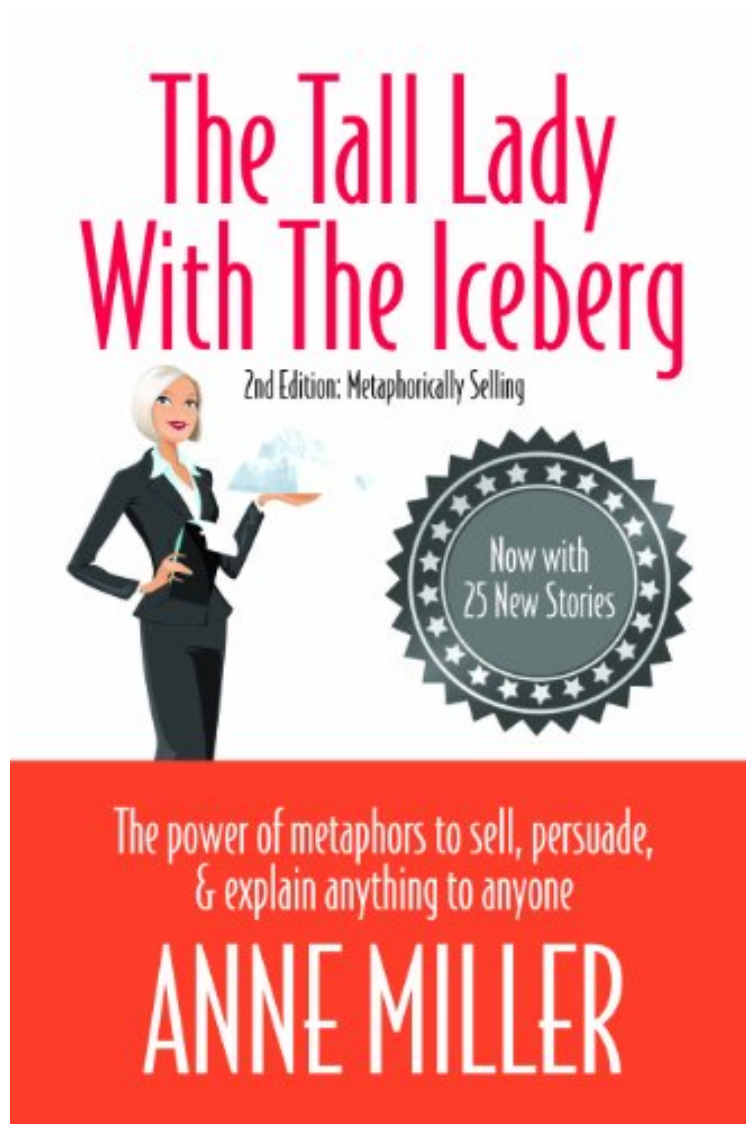


(Mobile pdf) The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade Explain Anything to Anyone

The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade Explain Anything to Anyone

Anne Miller

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Anne Miller : The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade Explain Anything to Anyone before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade Explain Anything to Anyone:

3 of 3 people found the following review helpful. Get Anne's Book to Learn How to Make Your Point and Fascinate Others! By Mitch Jackson I first met Anne after reading the first edition of this wonderful "must have" book (I just

ordered the update!). Anne's a skilled communications speaker, coach, and author who has trained thousands of senior executives and sales teams at Fortune 1000 companies to communicate effectively, successfully and memorably. She is the author of four books, including two on the power of visual language to persuade, sell, explain anything to anyone. If you want to learn how to communicate more effectively and increase sales and close more deals, then make sure to get Anne's book and read it over and over again. Hint- my favorite part of the book is towards the end where she shares potential metaphors for almost any need or situation. So, in summary, I suggest that you pick up her book and learn how to use metaphors to dazzle your audience and have them remember what you said days, and even weeks later. By the way, I use many of Anne's techniques on a weekly basis to negotiate deals and settle cases. During jury trials, I effectively trust Anne's approach to using metaphors to help win million dollar verdicts for my clients. Now, you can learn how to use metaphors too. Mitch Jackson | Jackson and Wilson, Inc. (2009 Orange County Trial Lawyer of the Year) 0 of 0 people found the following review helpful. Brilliant By Grant Senzani This book was recommended to me by an international award winning speaker. He mentioned knowing the content in this book would get me to doing leaps and bounds in my speech writing and allowing my audience to see what they are hearing. With practice, like a lady dressed in red within a sea of ladies dressed in black... I will be easy to pick from a wide range of speakers and very noticeable as well 0 of 0 people found the following review helpful. This WORKS! By K. York As with "Lead with a Story," I tried Anne's suggestions and had an audience eating out of the palm of my hand (so to speak :-). One of the people in the audience was not very happy with me at the time, and she was as attentive as everyone else. A good story can grab anyone!

"Billions of dollars are left on the table and hundreds of ideas fail to get off the ground every day because of the over-communicated society in which we live. Salespeople, managers, consultants, CEOs, and even the president of the U.S. are constantly challenged to pierce through this information clutter to get others to see the unique value of their services, explanations, and propositions. Metaphor in all its forms—visual language—solves that problem. Join the ranks of five-star metaphor makers and salespeople like Ronald Reagan, Jack Welch, and Steve Jobs. Learn how to weave the magic of metaphor into your business arguments to: sell an idea, vaporize objections, clear up confusion, wow an audience, shake up indifference, inspire action, close a sale, make your point. Packed with more than two-hundred-and-fifty examples from contemporary business, politics, and media, *The Tall Lady with the Iceberg* provides a unique Four-Step Model to show anyone easily and quickly how to become a master of metaphor.

"This second edition of the author's 2004 book *Metaphorically Selling* features an appendix of 25 new stories—38 pages—that illustrates how salespeople can effectively use metaphors. Drawing on the author's personal experiences, this book focuses on effective business communication, particularly when selling products or attempting to secure corporate accounts. Metaphors, Miller writes, can give mundane explanations a shot of adrenaline and help make abstract ideas comprehensible. However, when overused or misapplied, they often fall on deaf ears. In the first section, Miller explains what a metaphor is and when to use it; in others, she describes how to determine the factors that make metaphors relevant and how to use them for impact. Another section focuses on how to acquire a "metaphor inventory." Miller's succinct summaries and exercises reinforce and test the reader's understanding of the material covered; at times, the format is reminiscent of 1980s self-help books. She effectively uses an abundance of examples throughout. For instance, when she discusses left-brain/right-brain theory, she portrays analytical thought processes as a character called Joe, and visual/intuitive processes as Robin, and uses them to clarify her points. In one chapter, she explains how to take abstractions and relate them to things known, a comparative technique often used to prevent listeners from falling asleep in lecture halls ("That savings is the equivalent of what it would take to build a shopping center for you in the Caribbean."). Another chapter focuses on effectively using visual images to describe abstract concepts and invisible products. Although written for a business audience, this book will interest parents, teachers, healthcare workers, writers and others aiming to better communicate complicated concepts." --Kirkus About the Author Anne Miller founder of Chiron Associates, Inc. is a widely respected sales and presentation speaker, seminar leader, consultant, and author. She assists high-profile Fortune 1000 companies in media, financial services, and business present and sell products and services worth millions of dollars. She is the author of *Make What You Say Pay!*, *365 Sales Tips for Winning Business*, and *Presentation Jazz!* She lives with her family in New York City.