



Pitch Anything by Oren Klaff - Book Summary: An Innovative Method for Presenting, Persuading, and Winning the Deal

FlashBooks Book Summaries

Download now

[Click here](#) if your download doesn't start automatically

Pitch Anything by Oren Klaff - Book Summary: An Innovative Method for Presenting, Persuading, and Winning the Deal

FlashBooks Book Summaries

Pitch Anything by Oren Klaff - Book Summary: An Innovative Method for Presenting, Persuading, and Winning the Deal FlashBooks Book Summaries

This is a BOOK SUMMARY on: Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal by Oren Klaff

ORIGINAL BOOK DESCRIPTION:

About the Book: When it comes to delivering a pitch, Oren Klaff has unparalleled credentials. Over the past 13 years, he has used his one-of-a-kind method to raise more than \$400 million--and now, for the first time, he describes his formula to help you deliver a winning pitch in any business situation.

Whether you're selling ideas to investors, pitching a client for new business, or even negotiating for a higher salary, Pitch Anything will transform the way you position your ideas.

According to Klaff, creating and presenting a great pitch isn't an art--it's a simple science. Applying the latest findings in the field of neuroeconomics, while sharing eye-opening stories of his method in action, Klaff describes how the brain makes decisions and responds to pitches. With this information, you'll remain in complete control of every stage of the pitch process.

Pitch Anything introduces the exclusive STRONG method of pitching, which can be put to use immediately:

Setting the Frame

Telling the Story

Revealing the Intrigue

Offering the Prize

Nailing the Hookpoint

Getting a Decision

One truly great pitch can improve your career, make you a lot of money--and even change your life. Success is dependent on the method you use, not how hard you try. "Better method, more money," Klaff says. "Much better method, much more money." Klaff is the best in the business because his method is much better than anyone else's. And now it's yours.

Apply the tactics and strategies outlined in Pitch Anything to engage and persuade your audience--and you'll have more funding and support than you ever thought possible.

Amazon.com Review

Using the S.T.R.O.N.G. Method, you will discover that PITCH ANYTHING gives you a common vocabulary in identifying hurdles that might keep you from getting your next deal. You will learn how to read subtle (but obvious) shifts in power during meetings; how to own the room by creating local star-power and capture the alpha position; you will learn when to press forward and when to pause. Once you realize you have control over the agenda and the flow, you'll always stay composed, get the high-status position, own the frame, and get to the hook point. Then, closing is easy.

Pitch Anything

PITCH ANYTHING is a fast-paced narrative packed with crystal clear examples illustrating the unique S.T.R.O.N.G. Method, which takes advantage of how the brain really works by Setting the Frame; Telling the Story; Revealing the Intrigue; Offering the Prize; Nailing the Hookpoint; and Getting a Decision. These are methods to get frame control, a way of making your perspective the dominant one in social encounters. Each of these tactics can get you closer to closing a deal. Used together, they give you complete control over the pitch process.

IF YOU'RE THE FRONT MAN, THE PERSON WHO HAS TO PITCH THE DEAL OR SELL SOMETHING, THEN TODAY YOU HAVE TO RISE TO A NEW LEVEL. Your marketplace is more crowded than ever. Socially, with people's attention splintered over half dozen devices, and the speed of life increasing, the attention of your target is growing more and more scarce. If you can't get and keep your target's atte

Product Details

Hardcover: 240 pages

Publisher: McGraw-Hill Education; 1 edition (February 16, 2011)

Language: English

ISBN-10: 0071752854

ISBN-13: 978-0071752855

Product Dimensions: 6.4 x 0.9 x 9.3 inches

Shipping Weight: 14.9 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars See all reviews (371 customer reviews)

Amazon Best Sellers Rank: #7,562 in Books (See Top 100 in Books)

#9 in Books > Business & Money > Skills > Running Meetings & Presentations

#20 in Books > Business & Money > Marketing & Sales > Sales & Selling

#25 in Books > Business & Money > Ski

 [Download Pitch Anything by Oren Klaff - Book Summary: An In ...pdf](#)

 [Read Online Pitch Anything by Oren Klaff - Book Summary: An ...pdf](#)

Download and Read Free Online Pitch Anything by Oren Klaff - Book Summary: An Innovative Method for Presenting, Persuading, and Winning the Deal FlashBooks Book Summaries

From reader reviews:

Jennifer Oaks:

What do you with regards to book? It is not important to you? Or just adding material if you want something to explain what yours problem? How about your time? Or are you busy man? If you don't have spare time to try and do others business, it is make one feel bored faster. And you have extra time? What did you do? Every individual has many questions above. They need to answer that question simply because just their can do which. It said that about guide. Book is familiar on every person. Yes, it is appropriate. Because start from on kindergarten until university need this kind of Pitch Anything by Oren Klaff - Book Summary: An Innovative Method for Presenting, Persuading, and Winning the Deal to read.

John Davis:

This Pitch Anything by Oren Klaff - Book Summary: An Innovative Method for Presenting, Persuading, and Winning the Deal book is simply not ordinary book, you have after that it the world is in your hands. The benefit you get by reading this book is actually information inside this e-book incredible fresh, you will get details which is getting deeper anyone read a lot of information you will get. This specific Pitch Anything by Oren Klaff - Book Summary: An Innovative Method for Presenting, Persuading, and Winning the Deal without we know teach the one who studying it become critical in thinking and analyzing. Don't be worry Pitch Anything by Oren Klaff - Book Summary: An Innovative Method for Presenting, Persuading, and Winning the Deal can bring once you are and not make your carrier space or bookshelves' become full because you can have it in the lovely laptop even telephone. This Pitch Anything by Oren Klaff - Book Summary: An Innovative Method for Presenting, Persuading, and Winning the Deal having great arrangement in word and also layout, so you will not sense uninterested in reading.

Adam Schneider:

You are able to spend your free time to read this book this publication. This Pitch Anything by Oren Klaff - Book Summary: An Innovative Method for Presenting, Persuading, and Winning the Deal is simple to bring you can read it in the park your car, in the beach, train and soon. If you did not get much space to bring often the printed book, you can buy the e-book. It is make you better to read it. You can save the particular book in your smart phone. Thus there are a lot of benefits that you will get when you buy this book.

Veronica Turner:

As a scholar exactly feel bored to be able to reading. If their teacher expected them to go to the library or make summary for some guide, they are complained. Just very little students that has reading's spirit or real their pastime. They just do what the trainer want, like asked to go to the library. They go to generally there but nothing reading significantly. Any students feel that studying is not important, boring as well as can't see colorful pics on there. Yeah, it is to be complicated. Book is very important for yourself. As we know that on this period of time, many ways to get whatever you want. Likewise word says, ways to reach Chinese's

country. So , this Pitch Anything by Oren Klaff - Book Summary: An Innovative Method for Presenting, Persuading, and Winning the Deal can make you sense more interested to read.

Download and Read Online Pitch Anything by Oren Klaff - Book Summary: An Innovative Method for Presenting, Persuading, and Winning the Deal FlashBooks Book Summaries #FB5JWSP7AN3

Read Pitch Anything by Oren Klaff - Book Summary: An Innovative Method for Presenting, Persuading, and Winning the Deal by FlashBooks Book Summaries for online ebook

Pitch Anything by Oren Klaff - Book Summary: An Innovative Method for Presenting, Persuading, and Winning the Deal by FlashBooks Book Summaries Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Pitch Anything by Oren Klaff - Book Summary: An Innovative Method for Presenting, Persuading, and Winning the Deal by FlashBooks Book Summaries books to read online.

Online Pitch Anything by Oren Klaff - Book Summary: An Innovative Method for Presenting, Persuading, and Winning the Deal by FlashBooks Book Summaries ebook PDF download

Pitch Anything by Oren Klaff - Book Summary: An Innovative Method for Presenting, Persuading, and Winning the Deal by FlashBooks Book Summaries Doc

Pitch Anything by Oren Klaff - Book Summary: An Innovative Method for Presenting, Persuading, and Winning the Deal by FlashBooks Book Summaries Mobipocket

Pitch Anything by Oren Klaff - Book Summary: An Innovative Method for Presenting, Persuading, and Winning the Deal by FlashBooks Book Summaries EPub