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Pitch Anything By Oren Klaff - Book Summary: An Innovative Method For Presenting, Persuading, And Winning The Deal

(book summary)

PITCH ANYTHING

OREN KLAFF

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Synopsis

This is a book summary on: Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal by Oren Klaff Original book description: 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 in 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.

Book Information

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Customer Reviews

Having read only the first 3 chapters of Pitch Anything I am already qualified to say that this summary is NOT a summary. It barely covers the first two chapters and does so without any evident insight into the essential points made. I can't imagine that the rest of the book doesn't offer anything worth commenting, but that's the impression one would be forced to draw from this absurdly minimalist survey. I've taught 7th graders that would have done a more comprehensive job as book report. Kindle expected me to take 30 minutes to read this...it took less than 4!

Very good book with some good insight, Oren illustrates the principles he is sharing with some good stories.

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