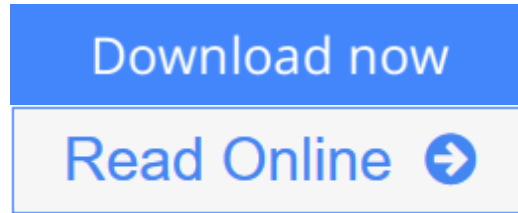


The New Elevator Pitch

By Chris Westfall



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"In today's environment of overstimulation, sometimes the most challenging task is simply to capture someone's attention. Whether you are seeking a job or even a first date, creating a compelling first interaction with someone is deceptively difficult. *The New Elevator Pitch* is a critical resource to help you create breakthrough communications when it matters the most."

- **Carol Roth**, Recovering investment banker & *New York Times* bestselling author of *The Entrepreneur Equation*

"Chris gets it... being persuasive is about building relationships, and delivering the right message at the right time."

- **Ted Rubin**, Chief Social Marketing Officer of Collective Bias and Author of *Return on Relationship™*

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The New Elevator Pitch By Chris Westfall Bibliography

- Rank: #709001 in Books
- Brand: Brand: Marie Street Press
- Published on: 2012-05-07
- Original language: English
- Number of items: 1
- Dimensions: 8.50" h x .45" w x 5.51" l, .56 pounds
- Binding: Paperback
- 214 pages

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Editorial Review

From the Author

The challenge of our time is to be heard above the likes, tweets and pokes. When your message really has to matter, you need *The NEW Elevator Pitch*. More than just a short, two minute speech, this book provides you with the skills you need to create the conversation you want. Influence and persuade the people that matter most, in a way that doesn't feel pushy or aggressive. Stop pitching and start connecting, with a clear and concise message that makes people say, "Tell me more".

From the Back Cover

Is your story...Persuasive and Compelling? There's never a good time to make a bad presentation. Take control of your personal message and discover how to make a real connection. *The NEW Elevator Pitch* is more than just a short two-minute speech; it's a method of communication for the digital age. Whether you tweet it or tell it, your story has to be strong...or it's lost in the noise. Here's the hold-your-handbook for creating a compelling and authentic connection with the people that matter most. In a Web 2.0 world, it's no secret that the elevator platform has been replaced with the social platform. Today, engaging and connecting isn't based on some outdated sales strategy or verbal gymnastics - it's based on YOU. Find out how to uncover the important stuff, overcome your nerves, and share your personal message in a way that's concise and powerful. Use the system in this book, and watch what happens to your company, your cause, your family and your friends. Chris Westfal is the national elevator pitch champion, and your guide to creating the conversation you need for the outcomes you want. There's no time like the present to find a way to energize your company, your group or your team. Deliver a message that makes your listener say, "Tell me more..." Do you know how to start the conversation - and create the outcome you need? That's the power inside the *NEW Elevator Pitch*.

About the Author

Chris Westfall is the national elevator pitch champion and grand prize winner in the '118' competition. He has appeared on CNN, ABC NEWS, NBC and in *The New York Post*, among other media outlets. He is an award-winning MBA instructor at a top-20 university, and his corporate clients include HP, Cisco, Every Orphan's Hope, RE/MAX and Great American Insurance. A sought-after spokesperson, he has worked in broadcasting for some of the largest companies in the world. He received his undergraduate degree from Southern Methodist University, and holds an MBA (with top honors) from TCU in Fort Worth, TX. Originally from Chicago, Chris lives in Dallas with his wife and two daughters.

Users Review

From reader reviews:

Angela Heller:

Book is to be different for every grade. Book for children till adult are different content. To be sure that book is very important for us. The book *The New Elevator Pitch* seemed to be making you to know about other information and of course you can take more information. It is rather advantages for you. The guide *The New Elevator Pitch* is not only giving you a lot more new information but also to become your friend when you truly feel bored. You can spend your personal spend time to read your e-book. Try to make relationship with all the book *The New Elevator Pitch*. You never experience lose out for everything if you read some books.

Chester Grantham:

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Callie Allen:

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Michael Green:

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