



Kill the Elevator Speech: Stop Selling, Start Connecting

Felicia J. Slattery

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Kill The Elevator Speech

Your guide to connect with anyone, anywhere, anytime with ease and confidence.

Contrary to popular marketing and networking wisdom, regurgitating a memorized “elevator speech” all over a poor unsuspecting soul who happens to ask the dreaded “what do you do?” question, does not work to establish a true connection with another human being. *Kill the Elevator Speech* is about why those standard, memorized verbal vomits are so horribly wrong and what to do and say instead that will actually bring people together, help others understand who you are, and create the beginnings of a referral and professional relationship to go beyond the initial handshake and obligatory card swap.

The reader will learn how to walk into any room, confidently knowing how to handle, answer and completely address the question “what do you do?” with ease and grace, while also making the person they are speaking to feel comfortable and connected.

Kill the Elevator Speech: Stop Selling, Start Connecting Details

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From Reader Review Kill the Elevator Speech: Stop Selling, Start Connecting for online ebook

Paul Meyers says

The book had some good nuggets but overall it felt like it was written as a doctoral dissertation. The title must have been mentioned over 100 times throughout the book. The best part was the second half when she talked about networking (which I never expected in this book when I started it).

Ron McIntyre says

I have known Felicia Slattery for about 2 years and always find her presentations solid and very practical. This book is no different. It challenges your concept of the elevator speech and helps focus you back on to the relationships. It is a good guide for helping you understand networking and the impact on your business. I highly recommend it to all leaders.
