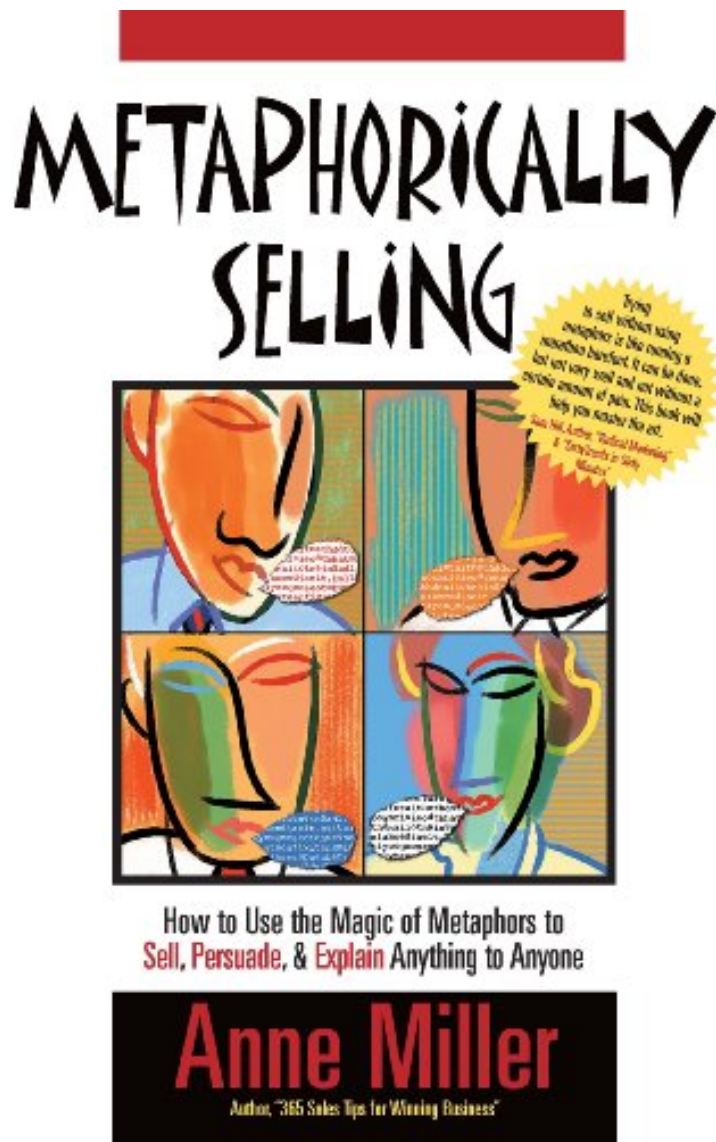


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Metaphorically Selling: How to use the magic of metaphors to sell, persuade explain anything to anyone

Anne Miller

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long stories and minute details. No one on my team seems to understand what I want to convey. If they do, they usually get it after 2-3 iterations. This has been really frustrating. Recently, one of my mentors told me that "Metaphors are like stories on steroids." And that triggered my interest to find out more about Metaphors. As I search for "THE" metaphor book... I have bought and returned a few kindle books within 24 hours. Usually tearing through them and leaving unimpressed. Lo and behold, Anne's *Metaphorically Selling* is by far the best book on the topic of Metaphor and, the only one I kept. If you'd like to systematically and predictably develop your Metaphor muscles to become a better presenter and salesperson. If you'd like to have fun and enjoy more than just a few laughs, this is also the book for you, because of her ingenuity! If you have a message to spread and impact the world. Use this book to refine your message into a simple, impactful and potentially viral manner. All in all, GRAB this book now! 17 of 17 people found the following review helpful. A rope when you're trapped in quicksand By Phil Thesis: Business people leave a lot of money on the table because they aren't able to communicate the unique value of their services. Strategic usage of appropriate metaphors helps solve this problem by giving the prospect a clear understanding of the value of your services. Structure: 24 chapters spread over four sections: 1. The Case for Metaphor 2. Building Metaphor Muscle 3. Selling with Metaphors 4. Metaphor Maintenance What are Metaphors, and When do You Need Them? (Ch. 2 and 3; pp. 13-26) Metaphors are shortcuts to instant understanding through the use of powerful imagery. As Anne says on page 13, "Information + Metaphor = 'I see what you mean!'" She provides real-world examples from famous figures and also includes practical worksheet tools (pp. 18-23) to help you start your way down the road to metaphor mastery. Chapter Three underscores the importance of using metaphors whenever you sense your audience slipping away from you. Burners: Explain, Simplify, Reinforce Points (Ch. 15; pp. 87-97) The more we talk, the less people listen. Brevity is the soul of wit, and Ann shows how this applies to sales. Use metaphors to produce simple, concise, and relevant points that will help you make more sales in less time. Travel to Other Worlds (Ch. 23; pp. 137-139) Anne uses this brief chapter to drive home the point that true metaphorical mastery means being able to use metaphors from different aspects of life and the world as a whole. For example, your sports metaphors may work wonders with many, but they certainly won't work for everyone. You need to expand your metaphorical horizons. A worksheet on page 139 helps you think about using different metaphors to produce similar imagery. An excellent tool for our selling toolkit. 0 of 0 people found the following review helpful. Magically Win The Hearts And Minds Of Your Audience With Style And Grace By Clinton Smith As powerful as a tsunami are your words when using metaphors. And Anne Miller shows you how to create a tidal wave of vivid images that captivate attention of your audience naturally and without effort like a flower pines for the sun. Using metaphors is fun. Easy. And childlike in simplicity. So what are waiting for.. pickup your copy today.

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, 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. Metaphors solve 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, clear up confusion, shake up indifference, close a sale, vaporize objections, wow an audience, inspire action and make your point. With more than two-hundred and fifty examples from contemporary business, politics, and media, *Metaphorically Selling* provides a unique Four Step Model to show anyone easily and quickly how to become a master of metaphor.

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