

INTRODUCTION

Have you ever been in a situation where you left the discussion and immediately discovered the right thing to say? A situation where you came up with the perfect comeback, joke or counter-argument only after it was over?

I know you have.

We all have.

Great!

So we agree. This is the perfect book for you.

We've all been in situations where this has happened, in both professional and personal settings. When it happens again, wouldn't you like to have the perfect thing to say?

Imagine if you will the true repercussions of not being quick witted or swift on your feet in a professional situation. Maybe you have lost a sale, or negotiation for higher pay.

Maybe one of your employees has lost a sale or a client. Maybe they are losing one *right now*. It's imperative that your employees also know the right thing to say at the right time. It can help them be more powerful with your clients and customers.

How much is this costing your top line sales growth? How much is this costing your bottom line profitability? Even one client or one sale is too much.

The implication could be staggering, if not catastrophic, and any employee who interfaces with a client may be at risk of these mistakes. This is a real problem for your business, is it not? It can spread throughout your company like an epidemic, rising to staggering proportions. The good news is that you are not powerless. You have found the antidote. You have found the vaccination.

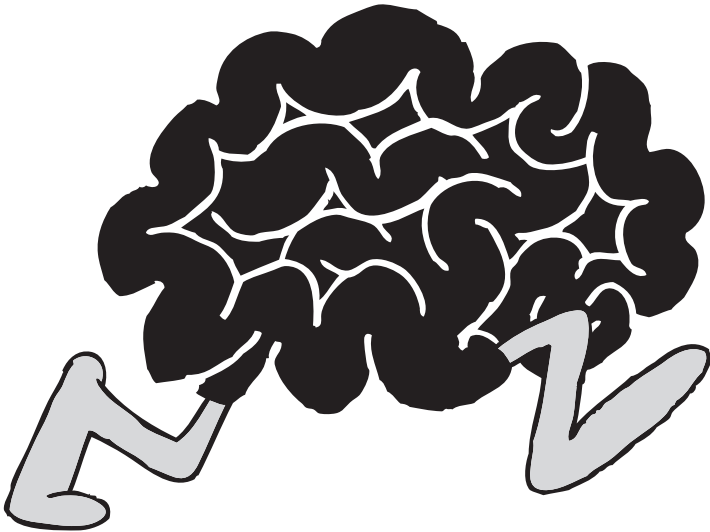
My book.

You are welcome!

How much has this affected you in your personal life?

Have you ever been fuming at a customer service representative, speechless, then hang up the phone and find the perfect thing to say? How much does it cost you, your family and your friends when you say the wrong thing at the wrong time? Well, worry no more. You have found the answer.

My book.



You are welcome!

Have you ever had to give a big presentation, but were unable to come up with an interesting way to grab the audience's attention? Have you ever seen a boring, run-of-the-mill presentation, where the presenter just showed slide after slide after slide without a single interesting story?

I know you have.

We all have.

I will give you fool proof ways to think up more dynamic and interesting presentations, sure to wow your clients and your audience. Would that work for you?

This book is about coming up with stories, metaphors and reframes for any situation where you may otherwise feel helpless.

My ideas and techniques will make sure you never feel helpless again. (Well almost never, but your chances of coming up with the right thing to say will increase dramatically.)

As you practice these techniques, you will become that much more proficient in thinking on your feet. No more lost sales. No more lost clients. No more negative consequences that affect you and your loved ones.

I know what you're thinking. Is the ability to think on your feet really that important? Yes. Not coming up with the right thing to say can be that drastic. You cannot afford to waste any more precious time before you implement my techniques and make them your own.

So where do we begin? Just like all great coaches, I am going to break you down. Don't worry – this isn't going to be like "two-a-days" from high school football, armed forces boot camp or any other intensely grueling routine. First, we're going to start with a little exercise. The model for this exercise, called the "Ladder of Abstraction and Specificity," is adapted from the field of Neuro-Linguistic Programming. The exact exercise is called *chunking*. It will allow you to stretch your ability to move more quickly from specificity and abstraction to creative thinking.

Next, we will move to a simple three-step listening exercise called, "Communicating in 3D." The first technique is listening more effectively, the second is writing down what you heard and the third is delivering your message to the client more precisely, allowing the client to hear you in 3D listening mode.

Now it's time for the nitty-gritty. What is a metaphor? (Do not feel insecure. I forgot, too, until I looked it up.) I will walk you through a step-by-step process to learn metaphors, so that you can find the best metaphor or story for any situation or circumstance.

I will give you techniques to develop stories that are useful to both skilled and novice presenters. I will also give you great metaphors to use in delivering your product suites to anyone.

I will describe what a *reframe* is, and detail how to use *reframing* to help clients see things your way. We all have customers who complain about things that just aren't that serious, and most of these complaints or objections are contextually-based or meaning-based. Using a reframe can lead clients to see things in a new light.

I promise you that my techniques, and this book, are full of value, but you're getting them at a reduced price compared to the rewards. A little time and a little practice will pay off in huge dividends. This promise goes for any walk of professional life – and I extend this promise to your personal agendas as well.

Please enjoy! I know you will.

TASK:

If you're still not convinced this is the right book for you....

For the next week, start noticing how many times you say or think, "I should have said this/that." I want you to stop 'should-ing' on yourself.