



## Small Message, Big Impact: Put the Elevator Speech Effect to Work for You (Paperback)

By Terri L. Sjodin

Penguin Books Ltd, United Kingdom, 2015. Paperback. Book Condition: New. 198 x 129 mm. Language: English . Brand New Book. In Small Message, Big Impact , Terri Sjodin teaches you how to make a lasting impression on absolutely anyone - fast. You re at the airport, burning time by checking your email. Then you spot the CEO of a company you ve wanted to connect with for ages. He s waiting for his flight. Your flight! Should you walk over? What will you say? We ve all been there. An opportunity presents itself and you have one chance to share your message. The clock is ticking. And in this age of information overload, no skill is more essential than being able to connect with others quickly, whether in a meeting or in front of thousands of people. Acclaimed speaker and consultant Terri Sjodin defines an elevator speech as a brief presentation that introduces a product, service, or idea. Its purpose isn t to say everything about your topic - just to intrigue and inspire the listener to want to hear more. Sjodin offers her time-tested strategies and advice, including worksheets, sample elevator speeches, evaluation forms, and much more. This internationally...



**READ ONLINE**  
[ 4.08 MB ]

### Reviews

*An incredibly amazing ebook with perfect and lucid answers. It is written in basic terms and never difficult to understand. Its been written in an exceptionally basic way and it is only right after i finished reading this ebook in which in fact modified me, affect the way i really believe.*

-- Beverly Hoppe

*Extremely helpful for all class of individuals. Better then never, though i am quite late in start reading this one. I realized this publication from my i and dad suggested this ebook to discover.*

-- Adela Schroeder II