

# METAPHORICALLY SELLING

*Trying to sell without using metaphors is like running a marathon barefoot. It can be done, but not very well and not without a certain amount of pain. This book will help you master the art.*

*Sam Hill, Author, "Radical Marketing" & "Sixty Trends in Sixty Minutes"*



**How to Use the Magic of Metaphors to  
Sell, Persuade, & Explain Anything to Anyone**

## Anne Miller

Author, "365 Sales Tips for Winning Business"

# Metaphorically Selling

**LP Steffe**



## **Metaphorically Selling:**

**Metaphorically Selling** Anne Miller,2004 You might say that author Anne Miller is like a homeowner who strikes oil while digging a ditch in the backyard In this book she shares knowledge she refined from more than 20 years of distilling metaphors Her book leaves little doubt that metaphors can fuel the engines of your sales success Its pages are full of colorful persuasive anecdotes and analogies that follow one another like racecars coming out of Turn Four at Daytona If you doubt whether her advice will apply to the rubber meets the road realities of sales just take Miller s ideas out for a test drive Her primary expertise is in presentations not sales which may explain why her roadmap note the extended metaphor to success is so much more creative than most sales advice Miller s book leaves many other tomes in the dust getAbstract com thinks sales professionals who read this book and master the art of the metaphor should get ready to take a victory lap or two

Summary of Metaphorically Selling by Anne Miller getAbstract AG,2005-07-19 You might say that author Anne Miller is like a homeowner who strikes oil while digging a ditch in the backyard In this book she shares knowledge she refined from more than 20 years of distilling metaphors Her book leaves little doubt that metaphors can fuel the engines of your sales success Its pages are full of colorful persuasive anecdotes and analogies that follow one another like racecars coming out of Turn Four at Daytona If you doubt whether her advice will apply to the rubber meets the road realities of sales just take Miller s ideas out for a test drive Her primary expertise is in presentations not sales which may explain why her roadmap note the extended metaphor to success is so much more creative than most sales advice Miller s book leaves many other tomes in the dust getAbstract com thinks sales professionals who read this book and master the art of the metaphor should get ready to take a victory lap or two This officially licensed summary of Metaphorically Selling was produced by getAbstract the world s largest provider of book summaries getAbstract works with hundreds of the best publishers to find and summarize the most relevant content out there Find out more at [getabstract.com](http://getabstract.com) Metaphorically Selling Anne Miller,2004 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 **SNAP Selling** Jill Konrath,2010-05-27 Selling is tougher than ever before Potential customers are under extreme pressure to do more with less money less time and fewer resources and they re wary of anyone who tries to get them to buy or change

anything Under such extreme conditions yesterday s sales strategies no longer work No matter how great your offering you face the daunting task of making yourself appear credible relevant and valuable Now internationally recognized sales strategist Jill Konrath shows how to overcome these obstacles to get more appointments speed up decisions and win sales with these short fused frazzled customers Drawing on her years of selling experience as well as the stories of other successful sellers she offers four SNAP Rules Keep it Simple When you make things easy and clear for your customers they ll change from the status quo Be iNvaluable You have to stand out by being the person your customers can t live without Always Align To be relevant make sure you re in synch with your customers objectives issues and needs Raise Priorities To maintain momentum keep the most important decisions at the forefront of their mind SNAP Selling is an easy to read easy to use guide for any seller in today s increasingly frenzied environment

**The American Dream and Dreams Deferred** Carlton D. Floyd,Thomas Ehrlich Reifer,2022-11-14 The American Dream and Dreams Deferred A Dialectical Fairy Tale shows how rival interpretations of the Dream reveal the dialectical tensions therein Exploring often neglected voices literatures and histories Carlton D Floyd and Thomas Ehrlich Reifer highlight moments when the American Dream appears both simultaneously possible and out of reach In so doing the authors invite readers to make a new collective dream of a better future on socially just multicultural and ecologically sustainable foundations

**Clean Language** Wendy Sullivan,2008-10-24 This book will teach you a new way to communicate which gets to the heart of things By asking Clean Language questions to explore the metaphors which underpin a person s thinking you can help people to change their lives in a way that intrinsically respects diversity and supports empowerment Both you and they will gain profound new insights into what makes them tick The approach was originally used to help clients to resolve deep trauma It is now being used to get to the truth and to solve complex problems by some of the sharpest and most innovative people in the world coaches business people educators health professionals and many others

**Dirty Little Secrets** Sharon Drew Morgen,2009-10 What is stopping you from closing all of the sales you deserve to close Hint it s not you not your solution and not the buyer It s the sales model itself Now in this revolutionary book written by the visionary and NYTimes Business Bestseller Selling with Integrity go behind the scenes with the buyer and learn all of the details that go on off line prior to a purchase And learn the 12 dirty little secrets that are part of the sales model that actually prevents buyers from buying Dirty Little Secrets why buyers can t buy and sellers can t sell and what to do about it breaks down the entire buying decision process and offers a complete understanding of how buyers buy the steps they go through the systems issues they must manage internally the types of decisions they must make And learn how the sales model manages merely the last action that buyers take before they adopt a solution Moving beyond her 7 other highly acclaimed books on her revolutionary Buying Facilitation R model her new book goes to the heart of the buying decision with great examples and a complex case study to teach the model Selling with Integrity reviews Finally a sales paradigm which supports our spiritual values and lays the foundation for the

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