



Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal (Business Skills and Development)

By Oren Klaff

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About the Book: When it comes to delivering a pitch, Oren Klaff has unparalleled credentials. Over the past 13 years, he has used his one-of-a-kind method to raise more than \$400 million--and now, for the first time, he describes his formula to help you deliver a winning pitch in any business situation.

Whether you're selling ideas to investors, pitching a client for new business, or even negotiating for a higher salary, *Pitch Anything* will transform the way you position your ideas.

According to Klaff, creating and presenting a great pitch isn't an art--it's a simple science. Applying the latest findings in the field of neuroeconomics, while sharing eye-opening stories of his method in action, Klaff describes how the brain makes decisions and responds to pitches. With this information, you'll remain in complete control of every stage of the pitch process.

Pitch Anything introduces the exclusive STRONG method of pitching, which can be put to use immediately:

- Setting the Frame
- Telling the Story
- Revealing the Intrigue
- Offering the Prize
- Nailing the Hookpoint
- Getting a Decision

One truly great pitch can improve your career, make you a lot of money--and even change your life. Success is dependent on the method you use, not how hard you try. "Better method, more money," Klaff says. "Much better method, much more money." Klaff is the best in the business because his method is much better than anyone else's. And now it's yours.

Apply the tactics and strategies outlined in *Pitch Anything* to engage and persuade your audience--and you'll have more funding and support than you ever

thought possible.

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Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal (Business Skills and Development) By Oren Klaff Bibliography

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Editorial Review

Amazon.com Review

Using the S.T.R.O.N.G. Method, you will discover that PITCH ANYTHING gives you a common vocabulary in identifying hurdles that might keep you from getting your next deal. You will learn how to read subtle (but obvious) shifts in power during meetings; how to own the room by creating local star-power and capture the alpha position; you will learn when to press forward and when to pause. Once you realize you have control over the agenda and the flow, you'll always stay composed, get the high-status position, own the frame, and get to the hook point. Then, closing is easy.

**The
MOST IMPORTANT
BUSINESS BOOK OF 2014**

Learn the S.T.R.O.N.G. Method



**After closing \$400M in business,
and doing 10,000 hours of research,
we learned one thing:**

AT THAT CRUCIAL MOMENT, when it's most important to be convincing, 9 out of 10 times we are not. Our most important messages have a surprisingly low chance of getting through.

PITCH ANYTHING HAS BEEN RANKED

#1 Sales & Selling	#3 Marketing & Sales	#1 Running Meetings & Presentations	#7 Communications
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THE STRONG METHOD

- 1 LEARNED TO SET THE FRAME
- 2 EFFECTIVELY TELL THE STORY
- 3 HOW TO REVEAL THE INTRIGUE
- 4 OFFER THE PRIZE
- 5 EXACTLY HOW TO NAIL THE HOOKPOINT
- 6 WITH ZERO ADDITIONAL EFFORT GET THE DEAL

McGraw-Hill **The New York Times** **MIXERGY** **UCLA Anderson School of Management** **Inc.** **Google** **FOUNDER INSTITUTE** **AdvertisingAge**

PITCH ANYTHING is a fast-paced narrative packed with crystal clear examples illustrating the unique S.T.R.O.N.G. Method, which takes advantage of how the brain really works by Setting the Frame; Telling the Story; Revealing the Intrigue; Offering the Prize; Nailing the Hookpoint; and Getting a Decision. These

are methods to get frame control, a way of making your perspective the dominant one in social encounters. Each of these tactics can get you closer to closing a deal. Used together, they give you complete control over the pitch process.

IF YOU'RE THE FRONT MAN, THE PERSON WHO HAS TO PITCH THE DEAL OR SELL SOMETHING, THEN TODAY YOU HAVE TO RISE TO A NEW LEVEL. Your marketplace is more crowded than ever. Socially, with people's attention splintered over half dozen devices, and the speed of life increasing, the attention of your target is growing more and more scarce. If you can't get and keep your target's attention, then it doesn't matter how well you present the information about your product or deal. And getting attention isn't a technical or business skill; it's become social skill.

From the Back Cover

ADVANCE PRAISE FOR THE *PITCH ANYTHING* FORMULA:

"Fast, fun and immensely practical."

--JOE SULLIVAN, Founder, Flextronics

"Move over Neil Strauss and game theory. *Pitch Anything* reveals the next big thing in social dynamics: game for business."

--JOSH WHITFORD, Founder, Echelon Media

"What do supermodels and venture capitalists have in common? They hear hundreds of pitches a year. *Pitch Anything* makes sure you get the nod (or wink) you deserve."

--RALPH CRAM, Investor

"*Pitch Anything* offers a new method that will differentiate you from the rest of the pack."

--JASON JONES, Senior Vice President, Jones Lang LaSalle

"If you want to pitch a product, raise money, or close a deal, read *Pitch Anything* and put its principles to work."

--STEVEN WALDMAN, Principal and Founder, Spectrum Capital

"*Pitch Anything* opened my eyes to what I had been missing in my presentations and business interactions."

--LOUIE UCCIFERRI, President, Regent Capital Group

"I use Oren's unique strategies to sell deals, raise money, and handle tough situations."

--TAYLOR GARRETT, Vice President, White Cap

"A counter-intuitive method that works."

--JAY GOYAL, CEO, SumOpti

About the Author

Oren Klaff is Director of Capital Markets for the investment bank Intersection Capital, where he raises tens of millions of dollars from investors and institutions. Intersection Capital has grown to \$250 million of assets under management by using Klaff's pioneering approaches to raising capital and incorporating neuroscience into its capital markets programs. He is a specialist in financial modeling and the co-developer of Velocity™, a capital markets product that has raised more than \$100 million of private equity and venture capital.

Users Review

From reader reviews:

Brent Cook:

The actual book Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal (Business Skills and Development) will bring someone to the new experience of reading a book. The author style to describe the idea is very unique. When you try to find new book to read, this book very acceptable to you. The book Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal (Business Skills and Development) is much recommended to you you just read. You can also get the e-book in the official web site, so you can easier to read the book.

Bernice Cofield:

Your reading sixth sense will not betray you actually, why because this Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal (Business Skills and Development) book written by well-known writer who knows well how to make book that could be understand by anyone who else read the book. Written in good manner for you, leaking every ideas and producing skill only for eliminate your hunger then you still hesitation Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal (Business Skills and Development) as good book not only by the cover but also from the content. This is one reserve that can break don't judge book by its include, so do you still needing another sixth sense to pick this particular!? Oh come on your studying sixth sense already said so why you have to listening to a different sixth sense.

Rick Beard:

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