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# Pitch Anything: An Innovative Method For Presenting, Persuading, And Winning The Deal



## Synopsis

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.

## Book Information

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## Customer Reviews

I took these notes while reading Pitch Anything. It's a great book and there's more to it than I share here. A recommended buy.

**Basics:**

- Good pitching depends on method. It can be learned.
- Pitches are sent from the modern - and smart - part of the brain, the neocortex. But they are received by the old "croc brain."
- This is not numbered based selling or being pushy. Both sides should leave happy and not feel like they were used or tricked.
- Keep it fun. Once the power shifts take control and direct conversations where you want. Give and take power. Let the game be fun for both sides. It should be mutually exciting not dominating.
- Selling makes you supplicate, make rational appeals to the neocortex and ask invasive questions.
- When explaining your track record of success people remember the average of your achievements not the sum. A few good strong stories are better than many weaker ones.
- Hot cognitions are unavoidable - you can control the expression of emotions but not having them.
- Don't create like or analysis, create want. You must set the frame. Create novelty and intrigue.

**The STRONG method:**

- Setting the frame
- Telling the story
- Revealing the intrigue
- Offering the prize
- Nailing the hookpoint
- Getting a decision

**Framing:**

- Your point of view is your frame (perspective). The stronger frame absorbs the weaker frame, when frames collide the winner has frame control and his/her ideas are accepted.
- When you are responding ineffectively to things that the other person is saying and doing, that person owns the frame, and you are being frame-controlled.
- If you have to explain your authority, power, position, leverage and advantage, you do not have frame control.

The book of the week was Pitch Anything by Oren Klaff. Wow. I haven't been this excited about a book in quite some time. I have found myself talking about this book a lot this week. I have even suggested it to several of my friends that sell for a living and I did so without getting to the end yet. Klaff is a dynamic writer and the whole book is fascinating. I have read a ton of books and what I look for in books anymore is uniqueness... A lot of books overlap ideas when you get into the realm of business and leadership. The books that do well nowadays are the ones that have a few individual revelations. The ones that do great are the ones that completely revolutionize their subject matter. Pitch Anything is one of those books. There are a lot of "Oh wow" ideas in this book. Klaff uses neuroscience in selling. He has analyzed the way the human mind reacts to communication and teaches best practices for selling. There are two things I want to lay on you that I learned from this book. The first about attention and the second is about neediness. Obviously it's important to get attention when you are selling to someone. This is obvious, but most people don't know how to get that attention. A lot of salesmen may think they do, but a lot are wrong. Attention is the combination of two things: desire and tension. Not only do you need to have someone interested but you also

need them thinking that it's going to be on your terms whether they get it or not and they would be lucky to have it. Desire is the easy thing. You have a great product or service and you pitch how wonderful it is to your customer or financier. You are most likely passionate about what you are selling, so it should be easy to find ways to incorporate the other party into that desire.

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