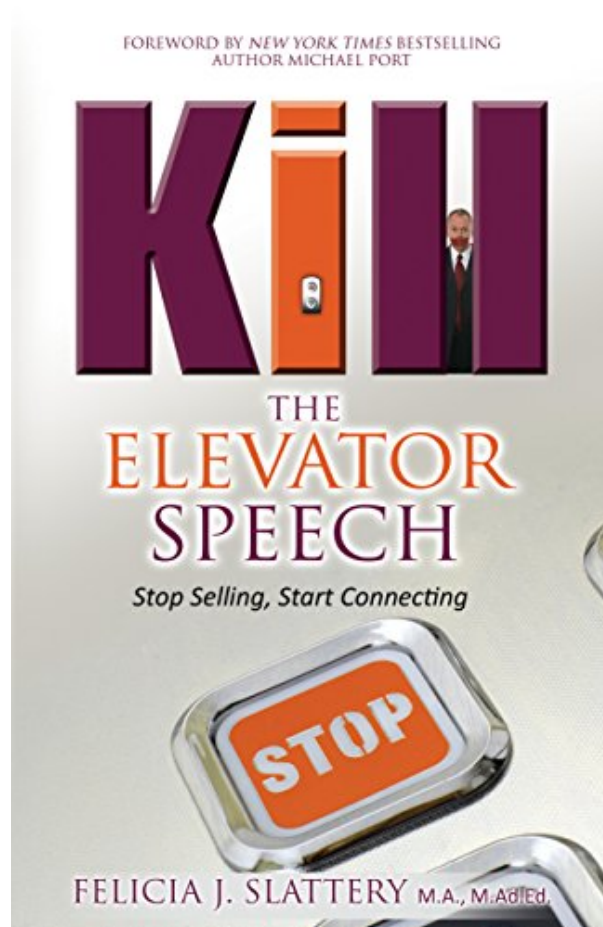


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FOREWORD BY NEW YORK TIMES BESTSELLING  
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THE  
ELEVATOR  
SPEECH

*Stop Selling, Start Connecting*



FELICIA J. SLATTERY M.A., M.Ed.

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## About the Author

Felicia J. Slattery, M.A., M.Ad.Ed, communication consultant, author and speaker, lives life on her terms – full of energy, passion, and enthusiasm. With a background in communication and training, Felicia uses her knowledge and experience to give experts and entrepreneurs the tools they need to effectively communicate their messages and reach their goals. Felicia lives near Chicago with her family.

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## Kill The Elevator Speech

Your guide to connect with anyone, anywhere, anytime with ease and confidence.

Contrary to popular marketing and networking wisdom, regurgitating a memorized “elevator speech” all over a poor unsuspecting soul who happens to ask the dreaded “what do you do?” question, does not work to establish a true connection with another human being. Kill the Elevator Speech is about why those standard, memorized verbal vomits are so horribly wrong and what to do and say instead that will actually bring people together, help others understand who you are, and create the beginnings of a referral and professional relationship to go beyond the initial handshake and obligatory card swap.

The reader will learn how to walk into any room, confidently knowing how to handle, answer and completely address the question “what do you do?” with ease and grace, while also making the person they are speaking to feel comfortable and connected.

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- 208 pages

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## Most helpful customer reviews

7 of 7 people found the following review helpful.

Fantastic Advice, And Leading By Example

By Steven Sipress

**\*FULL DISCLOSURE\*** The author has been a consulting client of mine for several years, and mentions that fact in this book.

Seth Godin titled one of his books, "All Marketers Are Liars", and then pointed out on page 15 of the book that of course "I wasn't being completely truthful with you when I named this book. Marketers aren't liars."

Felicia Slattery has done the same thing here. She has brilliantly appeared controversial with her title to get attention, yet actually, in this book, she simply renames the elevator speech as a "mini-introduction," and teaches the reader how to create an effective one, as well as exactly when and where to use it.

Being a master communicator, networker and speaker herself, Felicia also shares extremely valuable tips on how to do all three of those much more effectively than most businesspeople do now. She encourages and instructs the reader on precisely what to do when meeting peers and prospects instead of what they most likely currently do, which is simply spitting out the dreaded canned "elevator speech."

Felicia's unbeatable positive spirit and joy for helping people come shining through in this outstanding book. Every businessperson could benefit from becoming a consulting client of Felicia's; the next-best thing would be reading this book.

And implementing what she teaches.

3 of 3 people found the following review helpful.

I'm Sold!

By Brian R. King

Through a combination of research, anecdotes and an examination of new business realities due to the advent of social media, Felicia demonstrates without a shadow of a doubt that the era of the "elevator speech" has come and gone. Developed by venture capitalists who needed a way to save time by encouraging startups to get to the point, the elevator speech spread into other areas of the business world where it simply didn't belong. The era of relationship building and authenticity is upon us as is Felicia's wonderful new approach to networking, relating and connecting.

0 of 0 people found the following review helpful.

A refreshing approach to business communications

By Steve

I really wish everyone would read this book. I get tired of being "dumped on" when meeting new people at various events. I'm afraid to ask people what they do because I open myself up to a canned response that makes no attempt to create a business relationship.

Felicia's approach is a dramatic improvement - she offers a refreshing approach to building a business relationship with new people. Rather than repeating a tired elevator speech that likely scares off most people, this book teaches techniques and systems to actually connect with people. And, Felicia reminds us that our focus is on the other person (not ourselves).

I sincerely hope that every businessperson reads this book - it will make business events much more enjoyable and productive for everyone involved.

See all 22 customer reviews...

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