Ditch the Pitch: The Art of Improvised Persuasion

by Steve Yastrow

Customers don't want to hear sales pitches. In this breakthrough handbook, Steve Yastrow challenges salespeople to forget everything they've learned about selling. Instead, give your employees the tools to ditch the pitch. Adapted from DITCH THE PITCH: The Art of Improvised Persuasion, this handbook will help you:

- Replace Sales Pitches with Persuasive Conversations; Earning the Right to be Heard
- Go Beyond the Standard Sales or Elevator Pitch, in Favor of a Pitch that builds relationships, not just sales
- Train Your Employees to Learn the Art of Improvised Persuasion

With the new confidence Ditch the Pitch offers, you will effortless navigate the sales process from pitch to purchase.

We invite you to learn more about Ditch the Pitch: The Art of Improvised Persuasion and how it can help your business.

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ISBN: 9781590791370

Format: Paperback

Publisher: SelectBooks Inc.

Publication Date: January 2014

Ditch the Pitch is a must-read for anyone looking to improve their sales strategy and customer engagement. It provides practical advice and strategies for creating more effective pitches and conversations, helping salespeople to connect with customers on a deeper level.

With Ditch the Pitch, you will learn how to:

- Overcome the fear of pitching
- Build trust and rapport with customers
- Effectively communicate your value proposition

Ditch the Pitch is a valuable resource for businesses looking to enhance their sales strategies and improve customer relationships.
To “Ditch The Pitch” and have a persuasive conversation, internalize these six habits: Think input before output - Have present moment