

The New Elevator Pitch



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5/5 From 665 Reviews

Chris Westfall

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6 of 6 people found the following review helpful. Great message but could have been more concise
By NC Family
I've been selling for nearly 30 years and felt Chris did a nice job of outlining the key points to a solid "elevator" pitch. My only criticism is that I think the message could have been conveyed appropriately in a third of the pages. Level of detail felt like overkill, which is ironic given the very subject of the book. Full disclosure: I'm not much of a book reader given the massive volume of information I'm already absorbing day to day in my high-tech sales career. I favor the "net it out" exec summ approach.
0 of 0 people found the following review helpful. You Never Know Whom You'll Meet In An Elevator ndash; Or Elsewhere
By Boyd Blackwood
As "Elevator Pitch Champion," you'd expect Chris Westfall to know a thing or two about crafting a strong and compelling personal/business introduction. Well, he actually knows SEVEN things about the subject, represented by the letters CLARITY. Put them together and you have a practical, actionable guide to getting your message heard. I liked this book so much that I quickly sought out Chris for my podcast, "Life's A Pitch." I wasn't disappointed, he really knows and is passionate about his subject. You won't be disappointed in "The New Elevator Pitch."
0 of 0 people found the following review helpful. Awesome Book
By gustavo abello
Awesome book with great information, very useful for any type of business. I do recommend it and hope you'll obtain the best of it. Just read carefully and follow the recommended activities.

"In today's environment of overstimulation, sometimes the most challenging task is simply to capture someone's attention. Whether you are seeking a job or even a first date, creating a compelling first interaction with someone is deceptively difficult. The New Elevator Pitch is a critical resource to help you create breakthrough communications when it matters the most." - Carol Roth, Recovering investment banker New York Times bestselling author of The Entrepreneur Equation "Chris gets ...