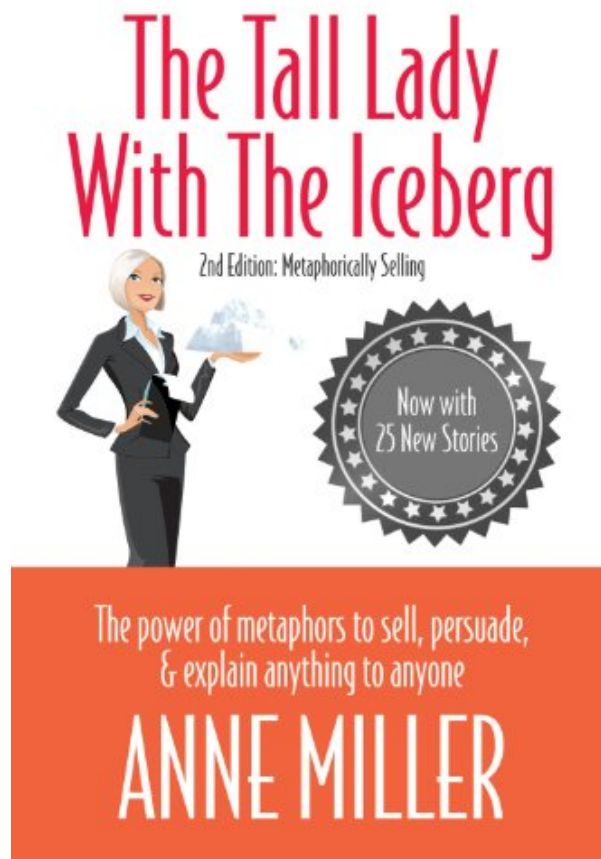


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The power of metaphors to sell, persuade,
& explain anything to anyone

ANNE MILLER

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Review

"This second edition of the author's 2004 book *Metaphorically Selling* features an appendix of 25 new stories—38 pages—that illustrates how salespeople can effectively use metaphors.

Drawing on the author's personal experiences, this book focuses on effective business communication, particularly when selling products or attempting to secure corporate accounts. Metaphors, Miller writes, can give mundane explanations a shot of adrenaline and help make abstract ideas comprehensible. However, when overused or misapplied, they often fall on deaf ears. In the first section, Miller explains what a metaphor is and when to use it; in others, she describes how to determine the factors that make metaphors relevant and how to use them for impact. Another section focuses on how to acquire a "metaphor inventory." Miller's succinct summaries and exercises reinforce and test the reader's understanding of the material covered; at times, the format is reminiscent of 1980s self-help books. She effectively uses an abundance of examples throughout. For instance, when she discusses left-brain/right-brain theory, she portrays analytical thought processes as a character called Joe, and visual/intuitive processes as Robin, and uses them to clarify her points. In one chapter, she explains how to take abstractions and relate them to things known, a comparative technique often used to prevent listeners from falling asleep in lecture halls ("That savings is the equivalent of what it would take to build a shopping center for you in the Caribbean."). Another chapter focuses on effectively using visual images to describe abstract concepts and invisible products.

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Anne Miller founder of Chiron Associates, Inc. is a widely respected sales and presentation speaker, seminar leader, consultant, and author. She assists high-profile Fortune 1000 companies in media, financial services, and business present and sell products and services worth millions of dollars. She is the author of Make What You Say Pay!, 365 Sales Tips for Winning Business, and Presentation Jazz! She lives with her family in New York City.

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Tall Lady With the Iceberg uses the power of metaphor to break through in a noisy world and sell, persuade, and explain anything to anyone.

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and business present and sell products and services worth millions of dollars. She is the author of *Make What You Say Pay!*, *365 Sales Tips for Winning Business*, and *Presentation Jazz!* She lives with her family in New York City.

Most helpful customer reviews

3 of 3 people found the following review helpful.

Get Anne's Book to Learn How to Make Your Point and Fascinate Others!

By Mitch Jackson

I first met Anne after reading the first edition of this wonderful "must have" book (I just ordered the update!). Anne's a skilled communications speaker, coach, and author who has trained thousands of senior executives and sales teams at Fortune 1000 companies to communicate effectively, successfully and memorably. She is the author of four books, including two on the power of visual language to persuade, sell, & explain anything to anyone.

If you want to learn how to communicate more effectively and increase sales and close more deals, then make sure to get Anne's book and read it over and over again. Hint- my favorite part of the book is towards the end where she shares potential metaphors for almost any need or situation.

So, in summary, I suggest that you pick up her book and learn how to use metaphors to dazzle your audience and have them remember what you said days, and even weeks later.

By the way, I use many of Anne's techniques on a weekly basis to negotiate deals and settle cases. During jury trials, I effectively trust Anne's approach to using metaphors to help win million dollar verdicts for my clients. Now, you can learn how to use metaphors too.

Mitch Jackson | Jackson and Wilson, Inc. (2009 Orange County Trial Lawyer of the Year)

3 of 3 people found the following review helpful.

Immediate gratification

By John C. Ford

Hours after finishing Ann Miller's terrific new book, I had to stand before 20 cynical airline executives (now, that's redundant!) and share thoughts about the nature of leadership in turbulent times. With inspiration from the "Tall Lady," I was able to conjure up some stories, analogies and (especially) metaphors that seemed to turn the "I dare you to show me!" intro "Tell us more!" Ann's hints, techniques and just plain old common sense then sent me to her web site, where I was able to see Ann in action (on video) and enjoy her charismatic presence in front of audiences. Ann is a gifted story teller and insightful about the human condition. A fun and useful read!

1 of 1 people found the following review helpful.

Entertained and enlightened at the same time!

By Steven Dolan

Ever read a book that you couldn't put down? Usually they are Who-Done-It's or snarky Tell-All's. But a How-To book? "The Tall Lady with the Iceberg" is unique: I can't remember a book that so consistently amused me while it EDUCATED me. Anne Miller is able to overwhelm me with logic AND wit simultaneously. I surrender. The topic is serious: sell your products with better communication. If she went no further than that I would yawn instantly, even though I might agree with the premise, or even admit I should be improving in that direction. What she does is stuff twice as many feathers into this pillow of a book and then constantly bang you over the head with optimism, practicality, great examples, and humor. We have all had working lunches; Ms. Miller is hosting a working slumber party. She models the very thing-

-metaphors--that she is trying to get us to use to slam dunk our communications. It works. I have a son-in-law who is a realtor. I know what I am giving him for Christmas.

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