



The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone

By Anne Miller

[Download now](#)

[Read Online](#) 

The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone By Anne Miller

"Billions of dollars are left on the table and hundreds of ideas fail to get off the ground every day because of the over-communicated society in which we live. Salespeople, managers, consultants, CEOs, and even the president of the U.S. are constantly challenged to pierce through this information clutter to get others to see the unique value of their services, explanations, and propositions. Metaphor in all its forms—visual language—solves that problem.

Join the ranks of five-star metaphor makers and salespeople like Ronald Reagan, Jack Welch, and Steve Jobs. Learn how to weave the magic of metaphor into your business arguments to: sell an idea, vaporize objections, clear up confusion, wow an audience, shake up indifference, inspire action, close a sale, make your point.

Packed with more than two-hundred-and-fifty examples from contemporary business, politics, and media, The Tall Lady with the Iceberg provides a unique Four-Step Model to show anyone easily and quickly how to become a master of metaphor.

 [Download The Tall Lady With the Iceberg: The Power of Metap ...pdf](#)

 [Read Online The Tall Lady With the Iceberg: The Power of Met ...pdf](#)

The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone

By Anne Miller

The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone By Anne Miller

"Billions of dollars are left on the table and hundreds of ideas fail to get off the ground every day because of the over-communicated society in which we live. Salespeople, managers, consultants, CEOs, and even the president of the U.S. are constantly challenged to pierce through this information clutter to get others to see the unique value of their services, explanations, and propositions. Metaphor in all its forms—visual language—solves that problem.

Join the ranks of five-star metaphor makers and salespeople like Ronald Reagan, Jack Welch, and Steve Jobs. Learn how to weave the magic of metaphor into your business arguments to: sell an idea, vaporize objections, clear up confusion, wow an audience, shake up indifference, inspire action, close a sale, make your point.

Packed with more than two-hundred-and-fifty examples from contemporary business, politics, and media, The Tall Lady with the Iceberg provides a unique Four-Step Model to show anyone easily and quickly how to become a master of metaphor.

The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone By Anne Miller **Bibliography**

- Sales Rank: #364387 in eBooks
- Published on: 2012-10-26
- Released on: 2012-10-26
- Format: Kindle eBook

 [Download The Tall Lady With the Iceberg: The Power of Metap ...pdf](#)

 [Read Online The Tall Lady With the Iceberg: The Power of Met ...pdf](#)

Download and Read Free Online The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone By Anne Miller

Editorial Review

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.

Although written for a business audience, this book will interest parents, teachers, healthcare workers, writers and others aiming to better communicate complicated concepts." --**Kirkus Review**

About the Author

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.

Users Review

From reader reviews:

Richard McCain:

Why don't make it to be your habit? Right now, try to prepare your time to do the important take action, like looking for your favorite publication and reading a book. Beside you can solve your trouble; you can add your knowledge by the publication entitled The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone. Try to stumble through book The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone as your pal. It means that it can to become your friend when you experience alone and beside regarding course make you smarter than ever. Yeah, it is very fortuned for you personally. The book makes you a lot more confidence because you can

know every thing by the book. So , let us make new experience in addition to knowledge with this book.

Ramiro Alvarez:

The book The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone gives you the sense of being enjoy for your spare time. You need to use to make your capable more increase. Book can to get your best friend when you getting anxiety or having big problem with your subject. If you can make looking at a book The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone for being your habit, you can get much more advantages, like add your current capable, increase your knowledge about several or all subjects. You may know everything if you like start and read a reserve The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone. Kinds of book are several. It means that, science publication or encyclopedia or some others. So , how do you think about this e-book?

Ann Strickland:

In this time globalization it is important to someone to find information. The information will make professionals understand the condition of the world. The condition of the world makes the information simpler to share. You can find a lot of referrals to get information example: internet, newspaper, book, and soon. You will see that now, a lot of publisher this print many kinds of book. The actual book that recommended to your account is The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone this guide consist a lot of the information on the condition of this world now. This book was represented how does the world has grown up. The terminology styles that writer value to explain it is easy to understand. The writer made some research when he makes this book. Here is why this book ideal all of you.

Travis Hargrove:

Publication is one of source of knowledge. We can add our know-how from it. Not only for students but additionally native or citizen have to have book to know the revise information of year to be able to year. As we know those textbooks have many advantages. Beside many of us add our knowledge, also can bring us to around the world. From the book The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone we can get more advantage. Don't you to be creative people? To get creative person must love to read a book. Merely choose the best book that ideal with your aim. Don't end up being doubt to change your life with that book The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone. You can more appealing than now.

Download and Read Online The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone

By Anne Miller #9B3G80W2NAO

Read The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone By Anne Miller for online ebook

The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone By Anne Miller Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone By Anne Miller books to read online.

Online The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone By Anne Miller ebook PDF download

The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone By Anne Miller Doc

The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone By Anne Miller MobiPocket

The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone By Anne Miller EPub

9B3G80W2NAO: The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone By Anne Miller