



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

Anne Miller

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"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.

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