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Life s a Pitch (Paperback)

By Don Peppers

Bantam Doubleday Dell Publishing Group Inc, United States, 2002. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Learn How To Get Everything You Want And More In The Ultimate Book On The Not-So-Gentle Art Of Persuasion From Don Peppers, Pitchman Extraordinaire And Author Of The One-To-One Future (46,000 Sold). In business, a pitch is a closed-end, winner-take-all contest. It involves one prospective customer and two or more hopeful suppliers, each struggling to defeat the others and win the account. Sometimes the business is won on the basis of price, but often -- especially where professional services are concerned -- the determining factor is intangible. Who, the client wants to know, will fight hardest for me in court, come up with the most inspired ad campaign, bring my products to the most new markets? In *Life s A Pitch. And Then You Buy*, Don Peppers shows us how to craft a pitch that is guaranteed to simultaneously win the confidence (and business) of prospective clients and defeat the competition. Peppers s fail-safe system teaches mastery of three levels of the pitch: salesmanship, psychology, and game theory. Peppers believes that the strongest pitches appeal to a...



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