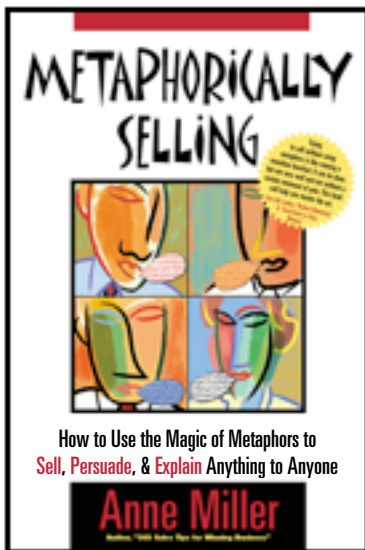


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METAPHORICALLY SELLING:
***How to Use the Magic of Metaphors to Sell,
Persuade & Explain Anything to Anyone***

BY ANNE MILLER

Author of *365 Sales Tips for Winning Business*

“Trying to sell without using metaphors is like running a marathon barefoot. It can be done, but not very well and not without a certain amount of pain. This book will help master the art.”

*--Sam Hill, Author, **Radical Marketing & Sixty Trends in Sixty Minutes***

What is the one key factor that sets successful sellers apart from their competition? It's their choice and use of imagery. In **Metaphorically Selling (January 2005, \$14.95)**, Anne Miller shows that it's not enough to simply present information. It's imperative to communicate it effectively by using easily understood, easily remembered visual images. Metaphors are images expressed in words. They take presentations from mundane to magical and can mean the difference between average sellers and those who get results.

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 United States are constantly challenged to pierce through this information clutter to get others to see the unique value of their services, ideas, and propositions—and then act on them.

Drawing on 20 years of experience teaching sales and presentation seminars, Miller shows how imagery—the core of metaphoric language—will surprise, grab, inform, and persuade listeners in ways that mere explanation will not. In **METAPHORICALLY SELLING**, she guides the reader step-by-step through the process of incorporating metaphors into sales pitches, presentations, and speeches, including:

- The Case for Metaphor: An explanation of what metaphors are, how to use them, and why clients actually crave them
- Building Metaphor Muscle: A simple four-step process to create winning metaphors targeted to a client's needs and concerns
- Selling with Metaphors: Strategies for using metaphors to maximum advantage in a presentation, from an attention-getting opener to a succinct and memorable summation
- Metaphor Maintenance: Exercises and tips to cultivate and sustain a competitive edge using metaphors

From Aristotle to the age of the Internet, metaphors have been used as a powerful persuasion tool. Ronald Reagan, Jack Welch, Steve Jobs, and Lee Iacocca—who employed the technique to convince the U.S. Congress to authorize \$1.2 billion in loan guarantees for Chrysler in 1980—have all used metaphors to great success in selling ideas, vaporizing objections, shaking up indifference, mesmerizing audiences, and most important, inspiring action and closing sales.

Packed with more than 250 examples from business, politics, media, and even the deserts of Morocco, **METAPHORICALLY SELLING** will enable anyone in any industry—from entry level to advanced, from the small business owner to the corporate executive—to get their clients to yes by becoming a master of metaphor.

METAPHORICALLY SELLING

How to Use the Magic of Metaphors to Sell, Persuade & Explain Anything to Anyone

Anne Miller

Publication Date: January 2005

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ABOUT THE AUTHOR

Anne Miller, the founder of Chiron Associates, is a widely respected sales and presentation speaker, seminar leader, and consultant. She advises high-profile Fortune 1000 companies in the media, financial services, consumer products and business sectors on presenting and selling their products, services and ideas. Clients include Yahoo!, Citigroup, and the UN. She is the author of *365 Sales Tips for Winning Business* and *Presentation Jazz!* Ms. Miller lives in New York City.

Interview with Anne Miller

Author of *Metaphorically Selling:*

How to use the magic of metaphors to sell, persuade & explain anything to anyone

Published by Chiron Associates, Inc., Publication, January, 2005

1. What made you decide to write a book about metaphors?

Anyone trying to make a point or make a sale is being swamped in today's market by the perfect storm of client/listener resistance: too much information coming at people too quickly about products, services, and causes which all begin to sound alike and ultimately blur in their minds -- which makes getting a result or commitment incredibly difficult. I saw my clients struggling to survive in this business maelstrom and, knowing the power of metaphors, I decided to write this book to help them.

2. What is it about metaphors that make them such a powerful communication tool?

Very simply, they drive home a point with a short, memorable, and emotional punch that information and logic alone just do not have.

3. How is *Metaphorically Selling* different from other business books on the market?

Most books will mention the power of metaphors to sell. But many people feel they are not creative enough to think of metaphors. This is the **only** book that focuses on this topic exclusively with an easy to learn metaphor-making model, fun exercises for practical application, and over 250 examples to show readers how they can capitalize on this overlooked selling tool, beginning immediately.

4. What is the best use of metaphor you have heard and what results did it yield?

One of my favorites, which has been used by many of my seminar participants to close business in many situations is the following.

Problem: Someone is resistant to changing their current suppliers and is fighting the suggestion of testing your product, service, or idea.

Metaphoric Solution: "Mr. Client, you know that you can play a reasonable game of tennis with a strong forehand; you simply run around the backhand. But, when you add a strong backhand, you are much more powerful in the game. The same is true with our (product, service, idea). Your current supplier is your forehand; keep it. Add our (product, service, idea) to what you are doing now and you will be much more powerful in your marketplace, your 'game,' as well."

This metaphoric logic is generally a winner!

5. What advice do you have for people who don't think they're creative enough to come up with winning metaphors?

Surprise! You are already a regular metaphor maker. Every time you say -- "My computer crashed." "We need a home run here in this meeting." "That's a train wreck waiting to happen." "Wish I could get a golden parachute!" -- you are using metaphors. This book helps you turn your natural tendencies to use metaphors in conversation into high pay-off strategies in business.

6. If you're not a salesperson or corporate executive, can you benefit from learning how to use metaphors?

Absolutely. Though people may not realize it, *everyone sells*: managers justifying requests to senior management for people and resources; tech advisors explaining the merits of a particular system; advocates and fundraisers for a cause seeking support; parents arguing a point at a school board meeting; Presidents seeking to bind a nation to their vision. All benefit from the magic of metaphors to make their points and win others over to their side.

7. Why is now the right time for a book such as *Metaphorically Selling*?

The flood of information coming at our clients daily is increasing, not decreasing. More information is not the answer. In this environment, we need new tools and strategies to get our messages heard and remembered. Metaphors are those tools: they are colorful, memorable shortcuts to understanding. This book shows you how to use them *strategically* to get the results you want.

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