



# Kill the Elevator Speech: Stop Selling, Start Connecting

*Felicia Slattery*

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## ***Kill The Elevator Speech***

*Your guide to connect with anyone, anywhere, anytime with ease and confidence.*

Contrary to popular marketing and networking wisdom, regurgitating a memorized “elevator speech” all over a poor unsuspecting soul who happens to ask the dreaded “what do you do?” question, does not work to establish a true connection with another human being. *Kill the Elevator Speech* is about why those standard, memorized verbal vomits are so horribly wrong and what to do and say instead that will actually bring people together, help others understand who you are, and create the beginnings of a referral and professional relationship to go beyond the initial handshake and obligatory card swap.

The reader will learn how to walk into any room, confidently knowing how to handle, answer and completely address the question “what do you do?” with ease and grace, while also making the person they are speaking to feel comfortable and connected.

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