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Kill The Elevator Speech Interview

Business people everywhere are taught they need an “elevator speech” just as much as we need a business card, a website, and air to breathe in order to be successful.

But NO ONE likes to give those canned elevator speeches and NO ONE likes to hear them because they’re usually full of blah, blah, blah meaningless marketing drivel and feel so contrived and just yucky.

Evidence shows even the most well-crafted and best-delivered elevator speeches don’t work to bring in new business. And they completely fall flat on establishing a new business relationship.

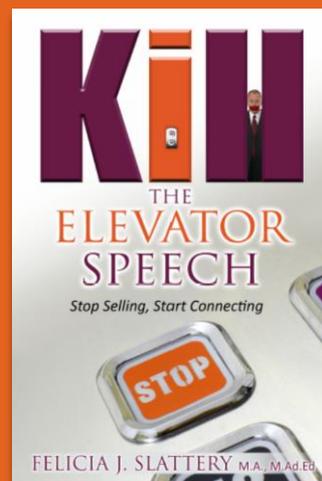
During this interview we can discuss:

- The 3 main reasons why the “elevator speech” doesn’t work anymore for business (if it ever did!).
- If not an “elevator speech” then what?
- The only 5 words listeners need to remember to never have to hear another elevator speech ever again, short-cut the relationship-building, and get to the know-like-and-trust part right away – without sounding canned or unnatural.

About Your Guest:

Veteran of hundreds of radio interviews, stages, video presentations, podcasts, webinars, and TV segments, Felicia J. Slattery, M.A., M.Ad.Ed. has been told her energy is infectious and audiences love her resonant voice.

She is a #1 best-selling author, an internationally-acclaimed speaker, and the creator of the trademarked Signature Speech™ system. She works with experts, entrepreneurs, CEOs, and celebrities around the world to help them write and deliver speeches and content that communicate with people on a human level and get results.



Available on Amazon for Pre-Orders Now Shipping Week of **November 18, 2014:**

This book shows readers 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 making others feel comfortable and connected.

“Just had Felicia on and she did a great job this morning! We’ll definitely have her back on air next time she’s in town again.”

~Brian Barger,
Executive Producer, WBIR-TV

As Seen On:

