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Perfecting Your Pitch: How to Succeed in Business and Life by Finding Words That Work (Your Coach in a Box)

Ronald M. Shapiro

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A New York Times bestselling author reveals how to find the right words for every situation

Whether you are making a budget request, interviewing for a job, ending a relationship, or talking to children about divorce, the crux of success in those and other crucial situations is planned, effective communication. And yet, it is the tool people most often fail to use. In *Perfecting Your Pitch*, expert consultant and negotiator Ronald M. Shapiro presents his system of scripting, outlined efficiently as the Three D's: Draft, Devil's Advocate, Deliver.

Using real-life examples, Shapiro walks listeners step-by-step through the process of creating an effective message, preparing for counterarguments, and delivering the results with confidence and grace across a broad range of situations. He also provides an excellent menu of stories and model scripts for communication challenges affecting business, family, friends and consumers.

Reaching out to listeners of Difficult Conversations and *Getting to Yes*, *Perfecting Your Pitch* introduces a simple but powerful system we can all use for great results.

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