



Summary : Small Message Big Impact - Terri Sjodin: How to Put the Power of the Elevator Speech Effect To Work For You

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Complete summary of Terri Sjodin's book: "Small Message Big Impact: How to Put the Power of the Elevator Speech Effect to Work for You".

This summary of the ideas from Terri Sjodin's book "Small Message Big Impact" explains that an elevator speech is a brief speech that introduces your product in less than three minutes. This summary explains how to maximize the impact of that small message and benefit from the "elevator effect".

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "Small Message Big Impact" and discover how the key to selling more is by saying less.

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