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The Business Edge

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May 22nd 2013: **The NEW Elevator Pitch**

In business, everyone wants to know your elevator speech - a short, persuasive introduction to a person, product or idea. In today's highly competitive world, you've got to have a message that cuts through the noise - if you want to get an investor, get a raise, get a customer, or even get a date! Find out the secrets of persuasion and influence and learn how to create a great elevator pitch - from the national champion, Chris Westfall. His ideas have helped create multi-million dollar revenue streams for a wide variety of high-growth businesses. Make your message matter because in business, a

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Featured Guest

Guest Image

Chris Westfall

Chris Westfall is the national elevator pitch champion, and the author of The NEW Elevator Pitch. He has appeared on CNN, ABC-NEWS, NBC-TV, and in The New York Post. He's coached clients on Dragon's Den, and helped secure multi-million dollar investments for a variety of individuals and organizations. Serving as a coach and consultant, he's worked with Cisco, RE/MAX, Unilever, HP, and dozens of other Fortune 1000 companies. An award-winning MBA instructor at a top-20 business school, he is widely recognized as an expert on marketing, branding and leadership. His keynote, Secrets of the NEW Elevator Pitch, helps companies to create a story that's captivating and concise – leading to new reven

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