



Good in a Room: How to Sell Yourself (and Your Ideas) and Win Over Any Audience

Stephanie Palmer

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Good in a Room: How to Sell Yourself (and Your Ideas) and Win Over Any Audience Stephanie Palmer Good in a Room: How to Sell Yourself (and Your Ideas) and Win Over Any Audience Book Description "Stephanie Palmer delivers clear, useful advice on how to successfully move the good idea in your head into the other heads in the room. It is hard to think of a more valuable skill." --Peter Kaufman, CEO, Glenair Inc. Former MGM Director of Creative Affairs Stephanie Palmer reveals the techniques used by Hollywood's top writers, directors and producers to get financing for their projects and explains how you can apply these techniques to be more successful in your own high-stakes meetings. Because, as Palmer has found, the strategies used to sell yourself and your ideas in Hollywood not only work in other businesses, they often work "better." After taking over three thousand pitch meetings, Stephanie Palmer has seen what works, what doesn't, and has developed a system for helping people with good ideas get the attention and financing they deserve. This is important because of how technology and globalization have created exponential growth in the marketplace for ideas. If you can communicate your ideas concisely and effectively, you will have the edge no matter what industry you are in. Whether you intend to ask for a raise, sign a potential client, promote a new business, secure financing for a creative project, get sponsors for your charity walk or even ask someone on a date, GOOD IN A ROOM shows you how to: -Master the five stages of the face-to-face meeting -Avoid the secret dealbreakers of the first ninety seconds -Be confident in high-pressure situations -Present yourself better and more effectively than you ever have before GOOD IN A ROOM is a step-by-step guide to improving your performance in high-stakes meetings as well as in other areas of your professional life. You'll learn insider secrets, cutting-edge techniques, and how to construct winning presentations that persuade decision-makers. That's what being good in a room is all

Good in a Room: How to Sell Yourself (and Your Ideas) and Win Over Any Audience Details

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J Bambi Spangler says

Outstanding

Stephanie Palmer's insight into a buyers behavior, ways to take the temperature of the room, and how to conduct yourself in the room are both specific and easy to understand. These principles can be used in formal business meeting or even at family dinner

Chris says

I listened to the audio book and it was much better than the last book I read called "Own the Room". The author is from Hollywood and most of her examples are from people who live and work in Hollywood and may not resonate with a broad audience. There were examples of others though the Hollywood theme was evident throughout.

The latter chapters were somewhat remedial, Business 101, or Sales Professionalism 101.

I have a hard time recommending this book.

Laura Altom says

A lot of useful material. I wish it had been fully geared toward Hollywood meetings, as the other types didn't interest me. Overall, a solid read.

Alex says

Be likable: rescue a dog, save a kid... Empathic and curious about client: common ground.

“You probably already know this but...” - so you do not seem rude.

“Hi, I’m Stephanie Palmer, like Arnold Palmer but no correlation.” Become more recognizable.

“When you finish _____, what happens next?”

“If you had the ability to _____, how would your business grow?” - causes buyer to imagine a positive experience

“Ok Annie. I understand the last time your computer crashed, you couldn’t get the notes for your meeting. It’s the worst, I know. That kind of crash makes you sweat, makes your heart race. It’s no fun. When you call me the first thing I’ll do is help get your files off your computer and on to another one so you can finish your

work. Then when you finish your meeting, your computer will be back online and ready to go. Ultimately my goal is to make sure you won't have these issues at all."

Start drawing out what you mean. - act of creating ties in the buyer.

Direct close: "Does this arrangement work for you?" "Would you like to move forward?"

Landis says

Great to get perspective from a former gate keeper via the world of studio movies.

There are also some great take aways for non industry people as well.

The greatest take away for me was to always stay courteous and professional as you build your relationships in your career.

Seems like common sense but if that were the case, she would not have written the book and we wouldn't be reading it.

Grace says

Read through this in one-sitting. It's the kind of book you want to use over and over like a workbook because of its clear step-by-step direction

Jay says

Good in a Room is one of those books that you read once and refer to many times. Read it the first time to pick up some valuable ideas. Keep it on your shelf for reference as you prepare for and attend those big meetings that can change your life or build your career.

In his book *The Success Principles*, Jack Canfield advises you to develop an elevator speech to pitch your products and services in a matter of seconds. In *Good In A Room*, Stephanie Palmer says the elevator pitch leads you to pitch the wrong things to the wrong people in the wrong place. By itself, this would be a contrarian opinion worth some thought, but she goes on to suggest what you should do instead and how to go about it. If you carefully compare what she and Canfield say, their advice is similar and complementary. This kind of advice is what makes it worth the first read.

What makes the book worth keeping as a reference are checklists, how tos, and examples. I am a great believer in the value of checklists and the book offers some with enough detail that it makes more sense to keep the book than copy out the lists. The how to sections and examples help you understand the thinking behind the ideas and the application of them.

Although the book has a good index, I'd like to see the book put the lists, checklists, and reference items into figures and have a table to them at the start of the book. This would greatly improve the already significant

reference value of the book.

Good In A Room offers a systematic approach to preparing for and handling those big meetings that can make your career and change your life. While this kind of meeting is rare for most people, applying these ideas will improve your ability to compete.

Gretchen Alice says

Lots of practical tips for how to foster good relationships and how to present your ideas in a way that will appeal to people. I wish I'd had this back in college.

Justin says

More for salespeople than for people looking to increase acceptance of their ideas. The book is also circuitous. On the other hand, there was an idea or two here that was both novel and useful to me despite reading a few similar books

Jacob says

Straightforward and very helpful look at how to prepare in a way that puts you in a position to succeed. Wish I had come across this book 9 years ago when it was written.

Camille says

short-term strategies for long-term goals

Nicole Feldman says

Very helpful, shared some insights, made me assess every area of my approach and material. Recommend reading with paper nearby, you will want to take notes!

Mark Bullard says

This is a good book for a business person, especially an entrepreneurial one. While it's not at the top of my list. I would recommend it to anyone that expects to have to "pitch" their ideas. Business today is acting more and more like Hollywood in one important way. More and more businesses today are formed, run and dismantled like a movie production than ever before. A group of experts in different areas come together,

create a concept, drive it to a logical conclusion and then move on to another project.

In this world, a book like Good in a Room is very appropriate. It helps any of the players to understand the importance of pitching and selling which is what EVERYONE has to do in that sort of environment.

If you are happy to be an employee and just do what you are told, then this book is not for you. But, if you want to know how to pitch yourself, your idea, your project or your business, you will find this book helpful.

Mark

Kacy says

"Good in a Room" is a very quick read with simple, yet effective ideas. While it's written for business people, this book is excellent for anyone who needs to present a new idea to someone else. Most people will have an idea they want to "pitch" at some point, whether it's a service you're selling, a game system you want your parents to pay for, a screenplay you want a producer to buy, a new system you want your boss to approve, a new class you'd like your church or school to have, etc. Even if you are experienced at pitching ideas, you should always keep looking for ways to improve, and this book is a good place to start.

Michael says

An absolute must for the aspiring author. At some point you will need to communicate with industry professionals. When that day comes you will need to be "Good in a Room."
