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Ditch the Pitch: The Art of Improvised Persuasion

Steve Yastrow

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In today's world, customers don't want to hear sales pitches, but so many salespeople still rely on them. In his breakthrough handbook, *Ditch the Pitch*, Steve Yastrow, founder of a successful business strategy consulting firm, asks us to throw out everything we've been taught about pitching to customers. Steve's advice: tear up your sales pitch and instead improvise persuasive conversations. *Ditch the Pitch* is an essential read for salespeople, business managers, and anyone wishing to persuade those around them. Organized into six habits, with each habit consisting of three practices necessary for mastery, *Ditch the Pitch* is designed to teach Yastrow's approach to fresh, spontaneous, persuasive conversations. These new skills will show the reader how to identify the details that make each customer unique and subsequently navigate a conversation that focuses on the right message for the right customer at the right time. Throughout the book, the author quotes well-known improv comedians and musicians. He translates the techniques these artists use when improvising to create persuasive situations with customers. With the new confidence *Ditch the Pitch* offers, you will become master of the art of on-the-spot, engaging, and effective customer interactions. Let go of pre-written scripts and embrace Yastrow's guidelines for effortlessly enabling spontaneous conversations that persuade customers to say yes.

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