



Samples of Metaphorically Selling Mem-Cards®

When Do You Need a Metaphor? 5



You know you're going to need a metaphor if at any time during your sales call or presentation you expect to encounter one of these reactions: controversy, negativity, credibility, apathy, complexity, boredom, fear, confusion, hostility. The stronger the expected reaction, the more your argument needs a metaphor. Anticipate where and when you're likely to encounter these reactions, so you can prepare accordingly. Metaphors can help you by warding off resistance or disarming the resisting party by shifting the listener out of a defensive posture.



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Beware Bad Metaphors! 12




Metaphors are like railroad tracks coming from opposite directions to meet in the middle—each half must wind up close enough to connect, or your argument will derail. Metaphor accidents occur when the visual symbols are mixed, inaccurate, or inappropriate. An inaccurate metaphor brings together two or more factors that just don't make sense. "I smell a rat and if it isn't nipped in the bud, we will be up a creek without a safety net." Avoid these mistakes at all cost.




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Make Numbers Stick 19



Numbers are abstractions that register dramatically when they are put into a visual context. To dramatize numbers so that your audience understands and remembers them, translate the numbers into something real. Say, for example, you want to dramatize the number of annual fatalities from smoking (300,000). Think back to other images of mass fatalities—tsunamis, plagues, plane crashes. Select from these images and construct a vivid equation—"Three hundred thousand people dying from smoking is equivalent to two jumbo jets crashing every day."



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