

a PITCHANYTHING production

**PITCH
MASTERY**

OREN KLAFF



A New and Better Method to Present and Persuade

Oren Klaff is Director of Capital Markets at investment bank Intersection Capital where he manages its capital raising platform, business and product development. Oren co-developed and oversees Intersection Capital's flagship product, Velocity™.

From 2003-2008 as he applied his pioneering approaches to raising capital and incorporating neuroscience into the capital markets programs, Oren raised over \$400 million of investor capital from high net-worth individuals and financial institutions.

Oren has spoken to audiences from Google, Publicis, Xerox Park, INC Magazine, Advertising Age, Chase Jarvis, Metal, and many more. With a fun, intense, and highly specific approach to presenting, persuading, and pitching, Oren's delivery is enrolling and inspiring. His message will demonstrate how to deliver the pitch of your life while lighting a fire in the audience to ensure they never make pitching mistakes again.



LEARN TO

Set the Frame

EFFECTIVELY

Tell the Story

HOW TO

Reveal the Intrigue

WHEN TO

Offer the Prize

EXACTLY HOW TO

Nail the Hookpoint

WITH ZERO EXTRA EFFORT

Get the Deal



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“A counter-intuitive method that works.” - Jay Goyal CEO, SumOpti

“Fast, fun, and immensely practical.” - Joe Sullivan Founder, Flextronics

“(Klaff) offers a new method that will differentiate you from the rest of the pack.” Jason Jones,
Senior Vice President, Jones Lang Lasalle

“Pitch Anything is time well spent for anyone responsible for the art of persuasion. Mr. Klaff’s
perspective is fresh, digestible and leaves you wanting more.” - Rodney Mason Advertising
Age, CMO, Moosylvania

“Oren’s persuasion techniques are so powerful that his book, Pitch Anything, belongs on the
bookshelf next to Cialdini’s Influence and Strauss’ The Game.” - Andrew Warner Founder,
Mixergy

“Move over Neil Strauss and Game Theory. Pitch Anything reveals the next big thing in social
dynamics: The Game for Business.” - Josh Whitford Founder, Echelon Media

“What do supermodels and venture capitalists have in common? They hear hundreds of pitches a
year. Pitch Anything makes sure you get the nod (or wink) you deserve.” - Ralph Cram
Investor

“Pitch Anything opened my eyes to what I had been missing in my presentations and business
interactions.” - Louie Ucciferri President, Regent Capital Group

“If you want to pitch a product, raise money, or close a deal, read Pitch Anything and put its
principles to work.” - Steven Waldman Principal and Founder, Spectrum Capital

To book Oren Klaff, please email Pam Gibbons at Pam@pitchanything.com.

