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# GROWTH Strategies

## Advisory Minute

Your Business Partner for Success

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**Ever find yourself asking, "Why isn't my message coming through to my target audience? I have a GREAT product or service, and I'm hitting my right target!" How frustrating!!!**

in this article

- **Effective Presenting (Part I of II)**



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### *Effective Presenting (Part I of II)*

Over the years in consulting with business owners, one thing I've found is that often times the proper marketing strategies, applied at the right times, with the clearest most beneficial message, and to the right market still *don't supply the results it should.*

#### **What's the primary reason? Where's the breakdown?**

**It's many times at the tactical level. "Where the rubber meets the proverbial road."**

You can have the most INCREDIBLE strategies that will absolutely provide you the windfall results you're looking for, and *if the contact person from your company (you, your sales team or anyone that comes into contact with your potential client) doesn't present the benefits, facts and advantages correctly - it fails at the tactical level.*

So, because of many requests to do so, and the need that is apparent - I'm going to do a **2 Part Series on Effective Presenting** and then a **Sales Series** as well.

These tips are for group presentations and for one- on-one meetings to be used by you and your entire sales department.

So, let's begin!

#### **Tips for Effective Presenting**

1. Begin by asking the crowd to stand up, stretch, greet or move around. This

gives you the feeling of control over the audience, and helps the audience experience that you are in control.

This is especially beneficial for people who may be a little timid in front of an audience. Having that initial feeling of control puts you at ease, and sends the message that you're in charge!

2. Begin with industry information, market education or just factual information. Your material that follows psychologically reaffirms as being true also when you lead with factual information.
3. Never let there be a desk, podium, table, etc. between you and your prospect. It's a psychological barrier that inhibits your message. Instead say, "Let's do this shoulder to shoulder" if your meeting is in their office.
4. Never put your hands in your pockets, and stand up the whole time or at least most of the time (even with a one-on-one meeting). Studies show repeatedly that people will buy 20% more of the time and 20% more quantity from a person who stands verses sits.
5. Use visual aides (PowerPoint presentation, flip chart, laptop or computer slides, charts & graphs, etc.) You are 3 X more effective in presenting with visual aids.

Use a combination of visual aides and literature for a more powerful (and memorable) communication experience for your audience.

6. Know your material, and don't just read off the slides. This seems obvious, but often times taken for granted.

Pre-introduce each slide (called pre-framing). Ask questions whereby the answer is on the following slide, or give leading information that is made available by the next slide.

7. Use humor. Humor increases attention by 700%. Build humor right into the presentation (especially if you don't have a natural knack for humor).

Humor breaks up the monotony and almost always brings back the attention to your message if minds are wondering. Be sure that the humor used is appropriate for the situation and relates to your message.

Stay tuned for more in the next issue of your *Advisory Minute!*

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