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GROWTH Strategies

Advisory Minute

Your Business Partner for Success

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How To Correctly Present Your Products & Services To Your Potential Clients

in this article

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



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Effective Presenting (Part II of II)

Ready for Part II? If you missed the first part in my mini-series of Effective Presenting, be sure to request from us Part I for the first Seven.

Again, your marketing strategies and business growth will fail at the tactical level if you're not properly delivering and communicating your benefits and company message.

If increased sales are your goal - you need to *learn, know, and practice* **Effective Presenting**. This goes for YOU, your sales staff and ANYONE who "sells" to your potential clients.

Here's Part II...

Tips for Effective Presenting

1. Use no more than one main message per panel in a presentation, and use 3 to 4 bullet points.

Show the bullet points as you're introducing them, and not all at once. Introduce each bullet point as you discuss them.

2. Use images for every communication piece or tool.

Always use pictures / photos, clip art and graphics in each of your slides, flip charts, brochure pages, flyers, business cards, etc.

You can either write out 1,000 words - or show your audience a picture. Your message and communication will be understood much more easily.

3. Use the physical human form in pictures whenever possible. People respond much more effectively to pictures of the whole body, hands, face, eyes, etc.

When you are providing pictures / photos and clip art into your presentations, use human physical characteristics.

4. When using a chart, make your important or growing numbers in a BIGGER font and color than the rest. Maybe even have it go out of the bounds of the graph.

Since the actual number is bigger, important, growing or a focal point - make it really stand out in your audience's mind.

5. Pepper your presentation with stories that tie in to your message. Learn to become a good (or great) story teller. People remember stories!

They'll forget some of your major points, but when you tie a story in that makes the same point - that they'll remember!

6. Stop the presentation (turn off the projector, fold up the flip chart or close the notebook) when you need to make an important point and they're paying too much attention to the material aids.

You don't want to be upstaged by your own visual aids!

Look at your audience just before making your very important points. If too many of them are looking at the presentation, and not at you - resume control by turning off the presentation for a moment.

7. Keep alluding to information to come. Unfold the information in a way that keeps them curious.

If your audience feels there's intriguing information still to come, it keeps their interest level up. Again, this applies in a one-on-one situation as well.

Also, be sure to divulge the information that you're alluding to throughout your presentation.

8. Use the phrase "In Summary" near the end of the presentation. (It's perfectly fine to say "in summary" multiple times to bring about multiple points near the end.)

That phrase heightens the interest level of the audience to it's most high.

There you have it! Your total of 15 key-proven success strategies for Effective Presenting.

Now, go get 'em tiger!

Stephen Jones operates **Growth Strategies** and provides marketing strategies and a marketing structure for small business owners.

You may reach him at **770.601.0949**, via e- mail at sjones@growthstrategies.us or on the Web at www.growthstrategies.us for assistance with your business.

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