

# PRESENTING WITH POWER

Getting Them to  
Take Action

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TOP EXPERTS SHARE THEIR SECRETS



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# FOREWORD

**A**t ClearSlide, our vision is to power valuable, genuine business conversations for our customers. We want to blend technology with natural human interactions so that sales professionals and customers can connect more seamlessly and have the best possible experience.

Most companies constantly seek ways to increase the productivity and impact of their sales team. Given the cost investment in people, if your company can increase its sales team's productivity and effectiveness by any meaningful percentage, that increase can have dramatic impact on your business. That's what ClearSlide does. ClearSlide is a sales engagement platform that accelerates revenue performance.

To make the best use of a service like ClearSlide, sellers need to know how to pitch with impact. This e book is about the softer skills—the art of presenting your content with confidence, conviction, and influence.

Regardless of whether you're in sales, we think you'll find the advice in this e book powerful and game changing in your every day life as you communicate and connect with others.



Al Lieb,  
CEO of ClearSlide

Open clearslide. Close More Deals.

# RING IN MORE SALES

ClearSlide is the **leading sales engagement platform** that transforms the way salespeople engage customers—on the phone, through email or in person, from any device.

# MEET THE EXPERTS ON PRESENTATIONS: *TAKE ACTION*



**GAVIN  
MCMAHON**

“No matter how rational we like to think we are, we take action based on deeper triggers, and then rationalize the decision afterward.”



**JONATHAN  
FARRINGTON**

“Of the three key elements in any presentation—the audience, the content, and the presenter—the presenter is the least important.”



**GUY  
KAWASAKI**

“The goal is to make the adoption of your product or service as safe and easy as possible.”



**KELLEY  
ROBERTSON**

“I include a Blueprint for Success plan in most of my sales training workshops because it gives people structure and focus.”



**JEREMY  
DONOVAN**

“If there is a secret to “getting” people to take action as a result of your presentation, it’s that you shouldn’t try to “get” them to do anything.”



**MARSH  
MAKSTEIN**

“In most cases, the single biggest challenge in developing PowerPoint presentations is that there’s never enough time.”



**JOBY  
BLUME**

“When people understand that they have a problem, you have a receptive audience.”



**MICHELLE  
MAZUR**

“The audience should be a co-conspirator in your presentation.”

# MEET THE EXPERTS ON PRESENTATIONS: *TAKE ACTION*



**MIKE  
SCHULTZ**

“The best presenters use the power of story to mesmerize.”



**SIMON  
MORTON**

“Presentations fail because they are delivered with the blind assumption that people know what to do with the information afterwards.”



**NEAL  
FORD**

“The secret? Connecting with you as a person rather than a speaker.”



**SIMS  
WYETH**

“One of the first questions we should ask ourselves when preparing a high-stakes presentation is, ‘Who should deliver it?’”



**NOLAN  
HAIMS**

“To get people to take action, you have to give them small victories to achieve immediately.”



**TIBOR  
SHANTO**

“People retain more when they write things down and even more when they act on it.”



**SHARÍ  
ALEXANDER**

“Get a commitment and follow up.”



**TONY  
ALESSANDRA**

“A little mild self-deprecation can go a long way toward making your audience feel at ease with you.”

# MEET THE EXPERTS ON PRESENTATIONS: *TAKE ACTION*



**TRISH  
BERTUZZI**

“Measurement is a part of what managers do, but it isn’t the why. The why is about people.”



**TUDOR  
GIRBA**

“We crave concreteness. We want to sense. Our imagination thrives on examples. Tap that opportunity.”



**WENDY  
WEISS**

“The rule in a cold call or a cold e-mail is that you must be clear.”



# HOW TO GIVE A GREAT PRESENTATION (SERIOUSLY)

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**MITCH JOEL**

President of Twist Image

Mitch Joel is President of Twist Image – one of the largest independent Digital Marketing agencies in North America (although he prefers the title Media Hacker). Back in 2006 he was named one of the most influential authorities on blog marketing in the world. He has been called a marketing and communications visionary, interactive expert and community leader. He is also a blogger, podcaster, passionate entrepreneur and speaker who connects with people worldwide by sharing his marketing and innovation insights on the state of business.



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## **Y**ou're doing it wrong.

People hate it when someone says, “*you’re doing it wrong,*” but trust me... you’re doing it wrong when it comes to how you prepare for a public speech. I’m sure this will upset many people, but let’s walk through the typical scenario of how someone is asked to speak and what happens next:

- **Step 1:** someone gets asked to present on a specific topic.
- **Step 2:** the presenter agrees to present.
- **Step 3:** the presenter puts it in the back of their mind that they must prepare for this event, but because speaking in public is so nerve-wracking, they put it off for the last possible moment.
- **Step 4:** in the week leading up to the presentation, the speaker starts writing down notes and building a PowerPoint deck. It could be more severe than this. Sometimes they write up the speech that they are going to read to the audience (please don’t do this).
- **Step 5:** a day or two (but mostly likely, the night before), the speaker runs through the slides and (if they’re really keeners) will practice it formally in front of a mirror a few times.
- **Step 6:** they deliver their presentation to an unsuspecting crowd.

## Sound familiar?



# HOW TO GIVE A GREAT PRESENTATION (SERIOUSLY)



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This is, without question, the worst way to ever give a public presentation, and yet this is how the vast majority do it. Why? Because the first time that the speaker is ever going to give this presentation will be the most important time and - possibly - the last time as well. Ultimately, you are taking this material for a test drive when, in fact, that audience is the grand prix. When you are asked to present, the material should already have been road tested, tweaked and perfected (as much as possible). It sounds like a lot of work, doesn't it? Well, that's the point. Most presentations suck because the presenter didn't put in the work. Trust me, as much as you may like U2, you do not want to be there when they first try out a song together for the first time. It takes a lot of work to get that song to the point when it is ready for an album or live show.

**This is how to really prepare for a public speech.**

# Setting the Stage for Success



Someone gets asked to present on a specific topic.

- ✓ Don't agree to speak unless you have enough time to prepare and test the content out live in front of a few real audiences (this can be a simple lunch and learn at your office, joining your local Toastmasters or asking some friends to endure it over some beer and pizza).
- ✓ Don't agree to the topic that is being requested. Let the people who are asking know that you will get back to them in 48 hours with some thoughts on what the topic should be.
- ✓ Spend the next day thinking about what you would like to present and how it will come together. Jot down some simple notes and top line thoughts on the subject.
- ✓ Get confirmation and finalize the speaking topic – to your satisfaction – with the event organizers.

## MORE THOUGHTS ON SETTING THE STAGE FOR SUCCESS:

“The key—and it’s my secret to ensuring an awesome presentation — is the passion I have for my topic.”



**ANDREA WALTZ**

“When people understand that they have a problem, you have a receptive audience.”



**JOBY BLUME**

“Your audience wants to hear stories—namely, your story.”



**ANTHONY IANNARINO**

“Of the three key elements in any presentation—the audience, the content, and the presenter—the presenter is the least important.”



**JONATHAN FARRINGTON**

“The goal is to make the adoption of your product or service as safe and easy as possible.”



**GUY KAWASAKI**

“One of the first questions we should ask ourselves when preparing a high-stakes presentation is, “Who should deliver it?”



**SIMS WYETH**

## Build a Plan to Ensure Success



Work backwards from the date of the event, and make sure to include every step.

Your plan needs to include:

- ✓ Time to prepare your content.
- ✓ Rehearsal time.
- ✓ Time to present and get feedback from colleagues.
- ✓ The event date.

“In most cases, the single biggest challenge in developing PowerPoint presentations is that there’s never enough time.”



MARSH MAKSTEIN



# Your First Draft



Craft your outline and start building your presentation.

- ✓ Build an outline for your presentation. If you have never done this before, check out the work of [Nancy Duarte](#), [Nick Morgan](#) and [Garr Reynolds](#). All three of these presentation masters have tons of free content on how to structure a solid presentation.
- ✓ Build your presentation. Have no more than three areas of focus.

## MORE THOUGHTS ON YOUR FIRST DRAFT:

“Visuals make your story multisensory. Whenever you set the scene, think about the sights, sounds, smells, and textures they can evoke.”



**ANASTASIA PRYANIKOVA**

“If you say something that gets an audience wondering or anticipating what’s coming next, their attentiveness and involvement will increase.”



**MAX ATKINSON**

“Details are exit ramps out of the conversation, so make sure all details are necessary.”



**ANNE WARFIELD**

“I decide what I want my audience to take away from my presentation upfront and focus on building a story around that.”



**ARDATH ALBEE**

“A presentation should describe a problem-solving process— otherwise, why bother?”



**ALEXEI KAPTEREV**

“If you don’t get the audience to see why your message is relevant to their life or situation, they will pull out their smartphone, tablet, or laptop and find something more interesting.”



**DAVE PARADI**

“Lead with an interesting point, question, or statement that has a good chance of catching the audience’s attention.”



**LORI RICHARDSON**

“No matter how rational we like to think we are, we take action based on deeper triggers, and then rationalize the decision afterward.”



**GAVIN MCMAHON**

# Getting Feedback and Practicing



If you don't think that your presentation skills are up to snuff, please enlist some help. Again, Toastmasters is great, a local presentation skills coach or even a local stand-up comedian can best help you massage the content and build proper presentation skills. You will be amazed at what you can learn in just a couple of hours.

- ✓ Rehearse on your own.
  - ✓ Rehearse in front of the smaller audiences.
  - ✓ Ask them for candid feedback.
  - ✓ Integrate the feedback that makes sense.
  - ✓ Rehearse in front of another smaller audience.
  - ✓ Ask them for candid feedback.
  - ✓ Integrate the feedback that makes sense.
  - ✓ Ask one of your presentation coaches for their feedback once you have integrated everything from all of your test-run speeches.
- ✓ Integrate your coach's feedback.
  - ✓ Practice some more on your own, and watch speakers that you would consider to be great (YouTube is amazing for this). Think about what they're doing that wins you over. Try to integrate those lessons into your own presentations.
  - ✓ Step away from the content for a few days.
  - ✓ Step back in and keep practicing.

## MORE THOUGHTS ON GETTING FEEDBACK AND PRACTICING:

"Consider replacing your single 20-minute presentation with four five-minute presentations, segued together."



**SIMON RAYBOULD**

"No information should be given without making the audience feel the need for it."



**VIVEK SINGH**

"Feedback is an adventure of discovery into yourself."



**TERRY GAULT**

# Delivering Your Presentation



Present at the event... and knock 'em alive!

People are in the audience for two (main reasons):

1. To learn.
2. To be entertained while learning.

## MORE THOUGHTS ON DELIVERING YOUR PRESENTATION:

“Create natural breaks by asking the audience to join in.”



**LISA B. MARSHALL**

“The secret to effective audience interaction is to believe that your audience will do what you ask.”



**GAVIN MEIKLE**

Laughter is contagious. If people sit too far apart, it doesn't “contage.”



**VICKI HITZGES**

“True professionals work the entire stage like a rock star.”



**DAVID MEERMAN SCOTT**

“I always try to get to know my audience beforehand. I'll walk around, introduce myself, talk to them for a bit, and thank them for coming in.”



**ALEX CEQUEA**

“Asking questions and responding to them is a great way to establish a closer connection with your audience.”



**GARY GUWE**

“Participation typically begets participation.”



**MATT EVENTOFF**

“The secret to making even a speech feel interactive is to wait. Let the audience have time to respond, even if they don't do it out loud.”



**NICK MORGAN**

“Fire is contagious and captivating. When your audience experiences your energy, they'll naturally be engaged and eager to listen, and most important, they'll act on your message.”



**ANGELA DEFINIS**

“You go up to the center of the stage and stand there, stock still, not moving a muscle or saying a word, until the entire room hushes, wondering if you've gone catatonic. Wait one instant longer, then throw your arm out and say your line.”



**CHARLES H. GREEN**

“We each have our own personality and our own way of speaking. Some are flamboyant; some are professorial; some incorporate lots of humor; some are soft spoken. The list goes on. The important thing is not to try to be someone you're not.”



**JOHN ZIMMER**

# HOW TO GIVE A GREAT PRESENTATION (SERIOUSLY)



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## **Sounds like a lot of hard work, doesn't it?**

It is. Great public speakers make it look easy. While it feels like they're presenting the content for the very first time, most of them have practiced, nurtured, tweaked and road-tested their material. They look comfortable because they are comfortable and familiar with the content.

Sadly, most presenters are so unprepared that their only goal is to either get to the end of their slides in their allotted time or read their pre-written speech from the podium without wetting their pants. What most presenters fail to realize is that nobody cares about you getting to the end of your slides or if you survived reading a document in public.

No matter how serious the event is, people don't want to be sitting all day and be bored listening to people reading from slides or reading from their printed out Word document.

**So, the next time you're asked to present, don't just say "yes", unless you're willing to commit the serious time, effort and energy to do it right.**

Why? Because if you don't take it seriously, you're just perpetuating a world where all of us have to endure another slew of painful meetings and presentations.

## **Who wants that?**

# GETTING THEM TO TAKE ACTION

Make It About Them.....	8
Getting People to Take Action.....	9
Trying Not to Try: Engaging Your Audience Without Fear.....	10
Why Change? Making the Audience See the Problem.....	11
Fighting Fear: Channeling Your Anxiety for Better Presentations...	12
Practice Makes Perfect: Applying Concepts from Presentations...	13
Meeting Death by Poor Planning.....	14
Trading In the Rhetoric: Using Simple Questions to Engage Your Audience.....	15
Mesmerizing Your Audience with Storytelling.....	16
Draining the Moat: Connecting with Your Audience.....	17
Getting the Picture: Helping Your Audience Achieve Small Victories.....	18
Following Up with Your Audience.....	19
Giving Presentations with a Purpose.....	20
Building Trust by Selecting the Right Speaker.....	21
Committing to Act: Challenging Your Audience to Succeed.....	22
Leave 'em Laughing: Using Humor in Your Presentations.....	23
Making Your Point Through Quotes.....	24
Demo Your Story.....	25
3 Rules for Getting a Response to Your Prospecting E-mail.....	26

# MAKE IT ABOUT THEM



**GAVIN  
MCMAHON**

Founding Partner

Gavin McMahon is a founding partner at fassforward Consulting Group. He blogs about PowerPoint, presenting, communication, and message discipline at [makeapowerfulpoint.com](http://makeapowerfulpoint.com). You can follow him on Twitter @powerfulpoint.



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ake it about them. A few years ago, a major advertising agency came to us and told us, “We have great creative work, but our clients don’t sign off on it. How do we make them like the creative?” The answer, it turned out, was simple: Make the work about them.

No matter how rational we like to think we are, we take action based on deeper triggers, and then rationalize the decision afterward. Emotional triggers work well, but the ones that really work are when you make it personal and make it relatable.

The smallest details can matter. Calling something a *fiscal cliff* sounds way more ominous than *raising the debt ceiling*. A cliff we can fall over; there’s nothing dangerous about a ceiling. Saying that we’ve increased our churn by 0.2% doesn’t sound like too big a problem. We lost 3,000 customers last month? That’s something we can act on.

“No matter how rational we like to think we are, we take action based on deeper triggers, and then rationalize the decision afterward.”

## KEY LESSONS

- 1 **MAKE YOUR PRESENTATIONS PERSONAL AND RELATABLE.**
- 2 **THE SMALLEST DETAILS CAN MATTER.**

# GETTING PEOPLE TO TAKE ACTION



## GUY KAWASAKI

Author, Publisher,  
Entrepreneur

Guy Kawasaki is a special advisor to the Motorola business unit of Google. He is also the author of *APE*, *What the Plus!*, *Enchantment*, and nine other books. Previously, he was the chief evangelist of Apple. Kawasaki has a B.A. from Stanford University and an MBA from the University of California, Los Angeles, as well as an honorary doctorate from Babson College.



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### ake Prospects Talk

If prospects are open to buying your product or services, they will usually tell you what it will take to close them. All you have to do is (a) ask questions to get them talking about their needs, (b) shut up, (c) listen, and then (d) explain how your product or service fills their needs (if indeed it does). Most salespeople can't do this because (a) they're not prepared to ask good questions, (b) they're too stupid to shut up, and (c) they don't know their product or service well enough to know whether it can in fact fill the customer's needs. When it comes to rainmaking, there's clearly a reason why we have two ears but only one mouth.

### Provide a Safe, Easy First Step

Unfortunately, "unsuccessful rainmakers" (an oxymoron?) make it difficult for prospective customers to adopt their products or services. I've been guilty of it myself—for example, asking Fortune 500 companies to throw out all their MS-DOS machines in favor of a new IT infrastructure based on Macintosh computers. (What can I say? I was young then.) The goal is to make the adoption of your product or service as safe and easy as possible. If you combine this stress-free approach with a compelling product or service, you've got it made. If your prospects have to jump through hoops to adopt your product or service, then you must convince them that doing so is worth the effort. Incidentally, this is why it's so much easier to be a blogger than to be an entrepreneur.

**"The goal is to make the adoption of your product or service as safe and easy as possible."**

## KEY LESSONS

- 1 **MAKE YOUR PROSPECTS TALK SO THAT YOU CAN ASSESS THEIR NEEDS.**
- 2 **MAKE THE ADOPTION OF YOUR PRODUCT OR SERVICE AS SAFE AND EASY AS POSSIBLE.**

# TRYING NOT TO TRY: ENGAGING YOUR AUDIENCE WITHOUT FEAR



**JEREMEY DONOVAN**

Principal

Jeremy Donovan is Chief Marketing Officer of American Management Association International. He is the author of four books, including the international public speaking best seller, *How to Deliver a TED Talk*.



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If there is a secret to “getting” people to take action as a result of your presentation, it’s that you should not try to “get” them to do anything. Just tell a story—a personal story—with authenticity. If they feel what you felt, they will take action.

Of course, being an authentic storyteller is easier said than done. Although I have no more than an armchair understanding of Buddhism, the core concepts of mindfulness and compassion that comprise enlightenment strike me as the keys to authenticity.

Using Noel Burch’s “Conscious Competence” learning model, let’s explore this analogy:

- **Stage I:** Unconscious incompetence. A public speaker in this stage stands up without fear, delivers a terrible presentation, and then sits back down without awareness of how poor his or her speech went.
- **Stage II:** Conscious incompetence. An individual knows that public speaking is a critical part of sharing ideas worth spreading, but they have not yet learned *how* to be an effective communicator.
- **Stage III:** Conscious competence. I refer to individuals in this stage as “expert speakers.” They know, for example, to speak loudly and slowly or to make deliberate eye contact for three seconds in a random pattern.
- **Stage IV:** Unconscious competence. Here is where Buddhism comes back into the picture. Individuals in this stage are “enlightened speakers;” they are “experts who speak” rather than “expert speakers.” To be mindful in a public speaking context is to be one with your content, free of expectations of what may result from your speech.

The fascinating thing about being in Stage IV is that you do not get there by learning. You get there by *unlearning*. Watch young children speak: They inspire with great passion and know no fear. Enlightened speaking is inside all of us; we simply have to share stories and ideas we are passionate about with people we care about and without regard for what came before or what will come after.

## KEY LESSONS

- 1 **TELL A PERSONAL STORY TO HELP YOUR AUDIENCE EMPATHIZE.**
- 2 **INSPIRE YOUR AUDIENCE WITH PASSION AND WITHOUT FEAR.**
- 3 **SHARE STORIES AND IDEAS YOU’RE PASSIONATE ABOUT.**

“If there is a secret to “getting” people to take action as a result of your presentation, it’s that you shouldn’t try to “get” them to do anything.”

# WHY CHANGE? MAKING THE AUDIENCE SEE THE PROBLEM



**JOBY BLUME**  
Managing Consultant

Joby Blume is managing consultant and co-founder at BrightCarbon, a specialist B2B sales presentation agency in Europe, the United States, and Asia. He has been working on sales messaging for presentations for the past seven years; during that time, he has helped clients to win billions of dollars in new business. Joby holds a first-class degree in PPE from the University of Oxford, an M.A. in Education from the Hebrew University, and an MBA from Manchester Business School.



**T**o get an audience to take action, you need to answer the question, “Why change?” But before the audience will listen, they need to feel that they actually might have a problem. Convincing people that they have a problem when they aren’t really listening can be tough.

I helped a client build a sales presentation for software that used complex algorithms to solve procurement problems. The problem they had was that buyers didn’t realize that they often solved these complex multivendor situations in a suboptimal way. It can be difficult to buy from the right vendors when you are trying to simultaneously consider quality, transport costs, volume discounts, storage costs, and input costs.

To bring home to their audience how difficult it was, we worked with the client to design a puzzle that seemed simple—a few products, a handful of suppliers, some price quotes—and they offered \$20 to whoever got the correct answer first. It looked easy. When audience members couldn’t get the answer for this simple case, they immediately understood that they would be wasting huge amounts of money on more complex procurements and might need software to help.

A puzzle brings interactivity, keeps energy levels up; the prize creates interest, and then when people understand they have a problem, you have a receptive audience. That’s the first step to encouraging an audience to take action.

**“When people understand that they have a problem, you have a receptive audience.”**

## KEY LESSONS

- 1 THE AUDIENCE NEEDS TO UNDERSTAND THAT THEY HAVE A PROBLEM.**
- 2 USE A PUZZLE TO ADD INTERACTIVITY TO YOUR TALK AND KEEP ENERGY LEVELS UP.**
- 3 ADD A PRIZE THAT CREATES INTEREST TO WHOEVER SOLVES THE PUZZLE FIRST.**

# FIGHTING FEAR: CHANNELING YOUR ANXIETY FOR BETTER PRESENTATIONS



## JONATHAN FARRINGTON

Chairman, CEO,  
Author, Mentor, Sales  
Thought Leader

Jonathan Farrington is the CEO of Top Sales World and the managing partner of Jonathan Farrington & Associates, where their philosophy is, “Continued education enriches sales performance and personal growth.” Jonathan posts daily on his award-winning blog, *The JF Blogit*, which attracts visitors from all around the globe and affords him the opportunity to share knowledge gained from 40 years of experience in sales and marketing.



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**T**he *Book of Lists* has accumulated and ranked a dazzling assortment of fascinating topics. Among them is the list of “mankind’s worst fears.” Many think that death is our greatest fear, but no, that’s tied for sixth place with sickness. Rather, our greatest fear is the prospect of having to stand up in front of an audience and give a presentation.

Interestingly, the most common problem among inexperienced presenters is the “fear of fear,” the feeling that they will be unable to overcome this nervousness, but the adoption of certain basic principles can help to control nerves:

- **Learn to control your anxiety and use it to fuel your enthusiasm.** Identify what you are afraid of (e.g., forgetting your lines, the audience’s size), then establish whether you can control it. Learn how to control your nerves and reduce your anxiety. Give yourself plenty of time to prepare; know what is going to happen and when.
- **Visualize.** Get into the habit of visualizing how the presentation will go. That way, the environment will feel familiar, even if it’s your first time. Imagine the end of your presentation and your audience smiling with appreciation.
- **Drying up.** Make bullet point notes on individual postcards to prompt you. You may not need them, but they will give you that “comfort zone.” Remember to number them, just in case you accidentally shuffle them.
- **Relaxation.** Before your presentation, take some time to relax, breathe deeply, go out into the fresh air, and clear your head. Don’t rehearse the entire presentation in your head; instead, simply concentrate on your opening lines.

Finally, practice, practice, practice!

Remember that of the three key elements in any presentation—the audience, the content, and the presenter—the presenter is the least important.

## KEY LESSONS

- 1 **FEAR OF PUBLIC SPEAKING IS NATURAL: LEARN TO CONTROL THE ANXIETY AND USE IT TO FUEL YOUR TALK.**
- 2 **PRACTICE ONLY THE OPENING OF YOUR PRESENTATION, NOT THE WHOLE TALK.**
- 3 **USE RELAXATION TECHNIQUES BEFORE YOU TAKE THE STAGE.**

“Of the three key elements in any presentation—the audience, the content, and the presenter—the presenter is the least important.”

# PRACTICE MAKES PERFECT: APPLYING CONCEPTS FROM PRESENTATIONS



**KELLEY ROBERTSON**  
President

Kelley Robertson is passionate about helping sales people improve their results and earn more money. He helps sales people master face-to-face sales calls and meetings, and in the past 18 years, he has conducted hundreds of workshops for thousands of sales people in a wide range of industries. He is the author of two books, numerous articles, a weekly newsletter, and a regular blog. Get a free copy of *100 Ways to Increase Your Sales* by signing up for his free newsletter.



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etting participants in my workshops or presentations to take action is one of the biggest challenges I face as a sales trainer. Sometimes it's because they are glued to their routine or because they don't know how to apply the information.

This hit me about 15 years ago, when a sales person asked, "You've given us a lot of information; how do we actually apply it?"

I suggested that he take one concept and focus on integrating it into his routine for one full week, and then repeat the process until he had applied all of the key concepts from the program. Several months later, he called and reported that he had seen a noticeable change in his results. Since then, I have included a Blueprint for Success plan in most of my sales training workshops because it gives people structure and focus.

People often expect instant results, so it's important to remind them that they won't achieve perfection when they first apply a new concept, but like any new hobby or skill, the more they practice, the more proficient they will become. When people start to see results, they will be more motivated to continue taking action.

**"Of the three key elements in any presentation—the audience, the content, and the presenter—the presenter is the least important."**

## KEY LESSONS

- 1 INCLUDE A PLAN IN YOUR WORKSHOPS OR PRESENTATIONS TO GIVE ATTENDEES STRUCTURE AND FOCUS.**
- 2 REMIND ATTENDEES NOT TO EXPECT INSTANT RESULTS.**

# MEETING DEATH BY POOR PLANNING



**MARSH  
MAKSTEIN**

Presentation  
Design Consultant

As a longtime true believer in the power of a well-designed presentation, Marsh Makstein initiated the concept that would become eSlide. While the business world was on the “death by PowerPoint” bandwagon, Marsh felt strongly enough about good presentations that he created a company that specializes in PowerPoint design and production. Marsh brings a unique combination of creative, technical, and managerial talent that provides clients with effective and efficiently produced visual media.



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**F**or years there has been talk about “death by PowerPoint.” Presentation industry experts know that PowerPoint has never killed anyone, but “bad PowerPoint” has killed many meetings, most often because of poor preparation.

After 25 years in the business of designing and producing presentation visuals, in most cases the single biggest challenge in developing PowerPoint presentations is that there is never enough time. Preparing PowerPoint visuals is often one of the last tasks in a big project. Clients may have worked on a research project for 10 years before finally being given the opportunity to present their findings to investors. In some cases, a group of people worked on and negotiated a merger for 10 months and in the final stages need to present the plan to the board of the two companies to seal the multi-million-dollar deal.

In all likelihood, the success of the merger comes down to a single presentation, and the PowerPoint visuals can play an important role in communicating the key points effectively. However, the presenter has often forgotten or doesn’t understand that preparing good PowerPoint visuals takes time. The creative efforts to ensure that visuals assist in the critical communication rather than becoming a distraction or communication killer can quickly eat up time, especially when he or she has a fast-approaching, critical meeting deadline.

Whether you are presenting at an event to 500 or 1,000 people or to a small group of busy board members, you cannot change the scheduled presentation date or time. It’s do or die. You have one shot to make your message come alive and move people to action. Be sure you leave plenty of time to prepare the PowerPoint visuals and practice presenting them. Bring your ideas to life with preparation and practice.

## KEY LESSONS

- 1 **GOOD VISUALS PLAY AN IMPORTANT ROLE IN COMMUNICATING KEY POINTS.**
- 2 **LEAVE ENOUGH TIME TO PREPARE YOUR POWERPOINT VISUALS AND PRACTICE PRESENTING THEM.**

“In most cases, the single biggest challenge in developing PowerPoint presentations is that there’s never enough time.”

# TRADING IN THE RHETORIC: USING SIMPLE QUESTIONS TO ENGAGE YOUR AUDIENCE



**MICHELLE MAZUR, PH.D.**

Communication  
Consultant &  
Speech Coach

Dr. Michelle Mazur helps introverted entrepreneurs and business professionals step into the spotlight and bring their message center stage, one compelling presentation at a time. She has a Ph.D. in Communication and is the author of the upcoming book, *Speak Up for Your Business*. She resides in Seattle, Washington, with her loving fiancé, two obsessive felines, and a huge collection of Duran Duran memorabilia.



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**T**o move your audience to action, the key is to get them interacting early in your presentation. The audience should be a coconspirator in your presentation. The more they take small actions throughout your talk, the more willing they will be to take a larger one later.

The easiest way to ensure audience engagement is to trade in the typical rhetorical question for a question that they actually answer during the presentation. I give a presentation on creativity; one of the first questions I pose to the audience is, “What did you want to be when you grew up?” This answer is instantly accessible to listeners. The trick is using a question that is easy to answer. Some audience members shout out their answer even before I ask them to! If you’re speaking to a large audience, ask them to share their answer with a new friend. Then, keep the interaction going throughout the presentation. The more involved they feel in your presentation and the more a part of the experience they are, the more likely they’ll take action after your talk.

“The audience should be a coconspirator in your presentation.”

## KEY LESSONS

- 1 **GET YOUR AUDIENCE INTERACTING EARLY IN YOUR PRESENTATION.**
- 2 **USE A SIMPLE QUESTION THAT THE AUDIENCE CAN ANSWER RATHER THAN A RHETORICAL QUESTION.**

# MESMERIZING YOUR AUDIENCE WITH STORYTELLING



**MIKE SCHULTZ**  
President

Mike Schultz is president of RAIN Group, a sales training, consulting, and coaching firm. He helps companies around the world unleash the sales potential of their teams. Mike is also author of the *Wall Street Journal* bestselling, *Rainmaking Conversations: Influence, Persuade and Sell in Any Situation*, and publisher of RainToday.com.



In the latter half of the 1700s, German astrologist and physician Franz Anton Mesmer treated his patients by looking deeply into their eyes and waving magnets in front of their faces. Mesmer believed that barriers in our bodies disrupted the natural flow of the processes that gave us life and health. He further believed that his penetrating eye gazing and object waving restored the natural order inside his patients and relieved all sorts of maladies.

In fact, he is reported to have cured headaches, swooning, blindness, paralysis, and a long list of additional ailments (yes, even hemorrhoids). He became quite the celebrity, at one point touring major cities across Europe to demonstrate the efficacy and power of his medical advances. It is reported that as he worked with his patients, he would gain complete control not just of their actions but of their thoughts, perceptions of reality, and feelings.

When he did this, the patients were said to be . . . *mesmerized*. Thus, a new word was born. Why should you care?

- You're unlikely to forget the origin of the word *mesmerized* because you learned about it in the context of a story. (At least, you're more likely to remember it than if I simply said, "The word *mesmerized* originates from Dr. Franz Mesmer, whose techniques became the basis for modern-day hypnotism.")
- The best presenters use the power of story to mesmerize, doing what the good doctor did to his patients but without the magnet waving and creepy staring.

When buyers (or anyone) hear a story, they tend to relate it to their own experiences and conjure memories that stir emotions. People who can tell a convincing story are the best at connecting with audiences deeply and inspiring action.

\* Edited and excerpted from *Insight Selling: Surprising New Research on What Sales Winners Do Differently* by Mike Schultz and John E. Doerr (Wiley, 2014).

## KEY LESSONS

- 1 **LISTENERS ARE MORE LIKELY TO REMEMBER A KEY POINT IF IT'S EMBEDDED IN AN INTERESTING STORY.**
- 2 **PRESENTERS WHO CAN TELL A CONVINCING STORY ARE BETTER AT CONNECTING WITH AUDIENCES.**

**"The best presenters use the power of story to mesmerize."**

# DRAINING THE MOAT: CONNECTING WITH YOUR AUDIENCE



## NEAL FORD

Director / Software Architect / Meme Wrangler

Neal Ford is director, software architect, and meme wrangler at ThoughtWorks, a global IT consultancy with an exclusive focus on end-to-end software development and delivery. He is also the designer and developer of applications, magazine articles, video/DVD presentations as well as the author or editor of eight books spanning a variety of subjects and technologies, including *Presentation Patterns*. Neal is an internationally acclaimed speaker, having delivered more than 2,000 presentations. Check out his Web site at [nealford.com](http://nealford.com).



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**T**he secret? Connecting with you as a person rather than as a speaker. Don't stand on a stage, which creates a moat, but on the same level as your audience. If you can get them to laugh (with appropriate, contextualized) humor in the first five minutes, they'll loosen up and follow you anywhere.

**“The secret? Connecting with you as a person rather than a speaker.”**

## KEY LESSONS

- 1 TALK FROM THE SAME PHYSICAL LEVEL AS YOUR AUDIENCE.**
- 2 GET YOUR LISTENERS TO LAUGH.**

# GETTING THE PICTURE: HELPING YOUR AUDIENCE ACHIEVE SMALL VICTORIES



**NOLAN HAIMS**  
Owner

With more than 20 years of experience in visual communications, Nolan Haims helps organizations and individuals show up differently and tell better stories with fewer words. Nolan speaks at national conferences and writes extensively on visual storytelling. Microsoft has recognized him as one of only 11 PowerPoint MVPs in the United States for his contributions to the presentation community. Read more at his site, PresentYourStory.com.



**D**on't ask your audiences to go out and change the world. I know this goes against the trend of ultra-inspiring TED Talks, but to get people to take action, you have to give them small victories that they can achieve immediately. What can you give your audiences that they can go back to their desk and instantly put into practice?

I focus on making organizations better visual communicators, and this has the potential to become a heady and idealistic topic that, if presented only in this way, can lead to little if any actual change. But my approach is a balanced one in which I alternate between theory and the practical: I might first discuss the *Picture Superiority Effect*—a scientific principal that demonstrates that people process information far better as images than they do as text—but then I offer a handful of tips for actually using imagery effectively in PowerPoint presentations. Or, I'll discuss the importance of finding the story within one's data, and then immediately show how to use Excel to create a more effective chart.

By all means, inspire people to change the world. Just tell them how to take the first step.

**“To get people to take action, you have to give them small victories that they can achieve immediately.”**

## KEY LESSONS

- 1 TO GET PEOPLE TO TAKE ACTION, GIVE THEM SMALL VICTORIES THAT THEY CAN ACHIEVE IMMEDIATELY.**
- 2 PEOPLE PROCESS INFORMATION BETTER AS IMAGES THAN AS TEXT.**

# FOLLOWING UP WITH YOUR AUDIENCE



## SHARÍ ALEXANDER

Influence Specialist /  
Professional Speaker

Sharí Alexander is a self-proclaimed influence junkie. She has built her career as a speaker, writer, trainer, and coach by revealing secrets of enhanced communication techniques. She has made it her mission to discover the influential techniques that masterful communicators use and translate them to practical and strategic use in modern business. Certified in neurolinguistic programming, microexpressions, and body language, Sharí's clients include Fortune 100 companies, CEOs, politicians, an NFL player, and New York Times bestselling authors.



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If “taking action” is your goal for your audiences, then here are your essential steps.

First, identify their problem and make them feel the pain. Humans are more likely to move away from pain than toward pleasure.

People become numb to pain (big and small), so your first challenge is to use the power of your words to make them feel the discomfort of their problem.

The next step is probably the most intuitive one for speakers and trainers: Give solutions and action steps.

The next two steps, however, are what most people miss entirely: Get a commitment, and follow up. Yes, this is more work for you as a speaker, but if you want action, then this is what you need to do. Get a verbal or written commitment from your audience members. Then, have a system to follow up with them afterward. The least work-intensive version is to have them write out their action steps in a letter. Then, you mail that letter back to them 30 days after your presentation.

Get creative with your commitment, and follow up. You will see some amazing results from your audiences.

“Get a commitment, and follow up.”

## KEY LESSONS

- 1 **IDENTIFY YOUR AUDIENCE'S PROBLEM, AND MAKE THEM FEEL IT.**
- 2 **PROVIDE SOLUTIONS AND ACTION STEPS.**
- 3 **GET A COMMITMENT FROM YOUR AUDIENCE MEMBERS, AND FOLLOW UP.**

# GIVING PRESENTATIONS WITH A PURPOSE



**SIMON MORTON**

Founder and MD

Simon Morton's early career as an executive for an international technology company exposed him to more PowerPoint presentations than was good for him. A lesser man may have crumbled, but Simon opted for the "poacher-turned-gamekeeper" approach and decided to do something about it. In 2004, Simon founded Eyeful Presentations with two aims in mind: ridding the world of "death by PowerPoint" and enjoying a relaxing, self-employed, family future. He is currently awaiting publication of his first book, *The Presentation Lab: Learn The Formula Behind Powerful Presentations*.



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**P**resentations fail because they are delivered with the blind assumption that people know what to do with the information afterward. The reality is that unless you have a sure-fire way to excite or infuriate them into action, you're simply giving them the opportunity to ignore you.

The reliance here is on purely expressive communication; without stimulating its opposing force—receptive communication—you're unlikely to succeed.

Effective presentations need to be planned, from the very beginning, to stimulate a conversation in which every stakeholder can experience both sides of the communication process. Setting this as your goal from the start ensures that your audience is an integral part of your presentation and brings impressive results.

Conversations draw people in; they naturally include questions and answers (thus avoiding clumsy calls to action and "no-decision" conclusions). Conversations deviate to satisfy curiosity and explore connections. Conversations are interesting and engaging because they are not "delivered": They're experienced. And with modern technology on side, conversations no longer have to involve people being in the same room or even the same continent.

Everyone knows that a presentation has a purpose. The journey to that point is

**"Presentations fail because they are delivered with the blind assumption that people know what to do with the information afterward."**

## KEY LESSONS

- 1 **EFFECTIVE PRESENTATIONS NEED TO BE PLANNED TO STIMULATE CONVERSATION.**
- 2 **CONVERSATIONS DRAW PEOPLE IN.**

# BUILDING TRUST BY SELECTING THE RIGHT SPEAKER



## SIMS WYETH

Founder

A graduate of Princeton University and the State University of New York, Sims Wyeth taught acting, voice, and speech at the Actor's and Director's Lab at New York University's Tisch School of the Arts and served on the faculty of The New School for Social Research, where he taught Public Speaking and Training the Speaking Voice. Sims has worked with corporations to help executives and leaders convey clear, compelling messages to audiences.



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presentation is a tool made of words, designed to help an audience make a decision or prediction, but the audience must trust the source of those words—the speaker. One of the first questions we should ask ourselves when preparing a high-stakes presentation is, “Who should deliver it.”

Years ago, a client asked me to help prepare a presentation to a regulatory body in Washington, D.C. The presentation, if successful, could earn the company hundreds of millions of dollars and possibly save the lives of many children.

Several accomplished senior executives volunteered to deliver the talk, but I selected two young women, both Ph.D.s in chemistry. One was a free-spirited Californian with a radiant smile, the other was born in the heart of Brooklyn—with the accent to prove it—and a heart of gold: She truly cared about the science and the people who would be affected by the decision. Unlike the executives who might have been seen as business oriented, these two people—a tag team of presenters—came across as having no motive other than to do what they felt was right.

Long story short, they won. The company was granted the right to proceed, saved many lives, and made a pretty penny. In the theater world, they say that casting is nine-tenths of directing. In the presentation world, you have a better chance of moving people to action if they trust you and your motives.

“One of the first questions we should ask ourselves when preparing a high-stakes presentation is, “Who should deliver it?”

## KEY LESSON

- 1 **THE AUDIENCE MUST TRUST THE SPEAKER.**

# COMMITTING TO ACT: CHALLENGING YOUR AUDIENCE TO SUCCEED



**TIBOR SHANTO**  
Principal

A sales leader for more than 25 years and a principal with Renbor Sales Solutions, Tibor Shanto has been called a brilliant sales tactician and the top sales trainer in Canada, helping sales teams and organizations better execute their sales processes. Tibor is co-author of the award-winning book on trigger events and recently earned a gold medal for Top Sales and Marketing Blog in *Top Sales World's* 2013 Top Sales and Marketing Awards for his blog, *The Pipeline*.



**T**he key is to engage the audience early and throughout the presentation. The challenge is doing it in a way that is unique for everyone in the audience, not as part of a mass. Many are looking for and respond to a personal experience. How, then, do you deliver a unique, individual experience?

I engage individuals directly and avoid the cookie cutter experience by leveraging something I learned back in school. People retain more when they write things down and even more when they act on it. I challenge the audience to write down things I say that strike a chord with them; it doesn't matter if it's new or something they knew but stopped doing. At the end of my presentation, I ask them to pick three of the things they wrote down that they commit to put into action. I encourage them to share it with someone or e-mail it to me. People will act if they feel accountable. I've handed out 3x5 cards, suggesting that they pin it up, look at it every morning, and ask, "What progress have I made toward my commitment?"

The outcome is unique to each participant. I don't tell them what to write down, which three to commit to: That's down to them. I just challenge them to listen, commit, and act. They choose, they own it.

**"People retain more when they write things down and even more when they act on it."**

## KEY LESSONS

- 1 PEOPLE RESPOND TO A PERSONAL EXPERIENCE.**
- 2 PEOPLE RETAIN MORE INFORMATION WHEN THEY WRITE THINGS DOWN.**
- 3 CHALLENGE YOUR AUDIENCE TO LISTEN, COMMIT, AND ACT.**

# LEAVE 'EM LAUGHING: USING HUMOR IN YOUR PRESENTATIONS



**TONY  
ALESSANDRA,  
PH.D.**  
CEO

Dr. Tony Alessandra helps companies turn prospects into promoters. As one client put it, Dr. Alessandra delivers college lectures in a comedy store format. In addition to being president of Assessment Business Center, a company that offers online 360-degree assessments, he is a founding partner in the Platinum Rule Group, a company that has successfully combined cutting-edge technology and proven psychology to give salespeople the ability to build and maintain positive relationships with hundreds of clients and prospects.



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hile being wheeled into the operating room after being shot by a would-be assassin, President Ronald Reagan got a chuckle when he wisecracked, “I hope the doctor is a Republican.” We may not all be so cool in a crisis, but we can all profit from a good sense of humor.

My suggestions for improving your sense of humor are as follows:

- Find out what your strong suit is, humor-wise. Ask a friend who’ll be honest with you.
- Research your audience. Find out who they are, what’s made them laugh previously.
- Work on your timing. Try out your best lines on your family, friends, and associates.
- If humor hasn’t previously been in your repertoire, proceed slowly. It’s better to use humor sparingly than to be remembered as a buffoon or insensitive.
- Sprinkle humor throughout your talk, not just at the beginning or end.
- Make it relevant to the subject, not just a funny line you paste onto your speech for laughs.
- Remember that some of the best stories are those you tell on yourself. A little mild self-deprecation can go a long way toward making your audience feel at ease with you.

Such conversational first aid not only makes the group more persuadable but helps you both keep your perspective.

**“A little mild self-deprecation can go a long way toward making your audience feel at ease with you.”**

## KEY LESSONS

- 1 FIND OUT WHAT YOUR HUMOR STRONG SUIT IS**
- 2 RESEARCH YOUR AUDIENCE.**
- 3 MAKE YOUR HUMOR RELEVANT TO THE SUBJECT.**

# MAKING YOUR POINT THROUGH QUOTES



**TRISH BERTUZZI**  
President

Author Jonathan Franzen said, “One-half of a passion is obsession, the other half is love.” With that in mind, ask anyone who’s met Trish Bertuzzi and they’ll tell you, she is passionate about inside sales. Since founding The Bridge Group in 1998, Trish has promoted inside sales as a community, profession, and engine for revenue growth. In the process, she and her team have worked with more than 225 B2B companies to build, expand, and optimize inside sales efforts.



I’m a fan of using quotations in presentations. They can serve as powerful launching pads for making your case or as points of emphasis to hammer home a message. I recently discovered a way to use quotations that sticks in an audience’s memory and, most importantly, gets them to take action. I call it the *coin technique*.

In short, I’ll share a quote that everyone in the audience is familiar with. This is the “familiar side” of the coin. Then, I’ll share a less well-known quote that instantly rings true but also challenges the first. This is the “flip side” of the coin. The ultimate point is for the audience members to challenge their own thinking and commit to taking action.

As an example, if I were presenting on inside sales management, I might share the following: “You can’t manage what you can’t measure.” That quote is instantly familiar and gets heads nodding. I might then share this less-known quote from Rear Admiral Grace Hopper: “You manage things; you lead people.”

It instantly clarifies the first. Measurement is a part of what managers do, but it isn’t the why. The why is about people.

“Measurement is a part of what managers do, but it isn’t the why. The why is about people.”

## KEY LESSONS

- 1 **USE QUOTATIONS IN YOUR PRESENTATIONS AS LAUNCH PADS FOR YOUR KEY POINTS.**
- 2 **USE TWO QUOTES: ONE FAMILIAR, ONE LESS SO.**

# DEMO YOUR STORY



**TUDOR  
GÎRBA, PH.D.**

Innovation Lead

Dr. Tudor Gîrba received his Ph.D. from the University of Berne, and he now works as innovation lead at CompuGroup Medical Schweiz and as an independent consultant. Dr. Gîrba advocates that assessment must be recognized as a critical software engineering activity. He developed the humane assessment method and is helping companies rethink the way they manage complex software systems and data sets.



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**F**acts are boring. Stories make them interesting.

It's one thing to expose the facts about climate change and another to tell a story about it. One leaves the audience indifferent, and one gets the audience excited. Al Gore tried the first one for decades. He had all the right data, but it took him to dress it in a story to get noticed. Yet, what truly brought it to life was him climbing on a stage crane to show what an off-the-charts value truly means. That's the power of a demo.

We crave concreteness. We want to sense. Our imagination thrives on examples. Tap that opportunity. Get the audience to experience your story. Don't just talk about it: Demo it.

A good demo materializes your story and puts energies in motion. But demoing is more than just marketing. It's a design tool, too: When you demo, you cannot get away with big words. You have to show your story's worth. It's the best feedback mechanism you have available.

Demoing is a skill, and like any skill, it can be trained. Regardless of the subject, there is always an exciting demo lurking underneath. It just takes you to find it . . . and to do it.

**“We crave concreteness. We want to sense. Our imagination thrives on examples. Tap that opportunity.”**

## KEY LESSONS

- 1 GET THE AUDIENCE TO EXPERIENCE YOUR STORY THROUGH DEMONSTRATIONS.**
- 2 SHOW YOUR STORY'S WORTH.**

# 3 RULES FOR GETTING A RESPONSE TO YOUR PROSPECTING E-MAIL



## WENDY WEISS

President

Wendy Weiss is the Queen of Cold Calling. She is an author, speaker, sales trainer, and sales coach recognized as a leading authority on lead generation, cold calling, and new-business development. Her clients include Avon Products, ADP, Sprint, and thousands of entrepreneurs throughout the country. Wendy has been featured in the *New York Times*, *BusinessWeek*, and *Entrepreneur Magazine* and is the author of *Cold Calling for Women: Opening Doors & Closing Sales*.



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### rospecting E-mails vs. Marketing E-mails

There is a difference between marketing e-mails and prospecting e-mails. A *marketing e-mail* is one communication going to many. A *prospecting e-mail* is one communication going to one individual.

Your prospecting e-mail must sound like it was written by you, not your marketing department.

#### Be Clear

The rule in a cold call or a cold e-mail is that you must be clear. If your prospect does not understand what you are talking about, that prospect will simply delete your e-mail. On the phone, your prospect will say, "I'm not interested" and hang up.

#### Craft Your Message

Focus your e-mail on challenges you resolve for customers or outcomes you're able to achieve for customers. Take time upfront to ensure that you're communicating exactly what you want to be communicating.

Although these three rules will not guarantee a response, following them increases the possibility that your prospect will see you as someone who is credible with an interesting offering and thus will be more likely to respond. If you'd like help increasing the number of appointments you're able to schedule, I invite you to download my complimentary eBook, *The Cold Calling Survival Guide: Start Setting Appointments in the Next 24 Hours*.

**"The rule in a cold call or a cold e-mail is that you must be clear."**

## KEY LESSONS

- 1 **UNDERSTANDING THE DIFFERENCE BETWEEN A PROSPECTING E-MAIL AND A MARKETING E-MAIL.**
- 2 **BE CLEAR, AND CRAFT YOUR MESSAGE.**

# FINAL REMARKS

**D**ear Reader,

Thank you for reading this book. Did any of the essays spark your imagination? Have you been inspired to try something new? If so, then we've succeeded.

First, I want to thank the good folks at ClearSlide for making this book possible. Their generous support for this project is just one small example of their ongoing commitment to transforming the workplace. I also want to thank each of our presentation experts for taking the time to share their thoughts and insights. Most importantly, I want to thank you for taking the time to teach, share new ideas, and lead people.

Although tools can make a world of difference in how we communicate and work together, it's people like you who are changing our world for the better. I hope the ideas in this book will help you make an even bigger impact.



All the best,  
David Rogelberg,  
Editor

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Open clearslide. Close More Deals.



# CRUSH YOUR NUMBER

Transform the way your sales team engages customers



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**In-Person**