



SALES PRESENTATIONS

Sales Presentations[®]

iSpeak[™] prepared this workbook for use in the area of Training and Development for continuing education. It is intended that these materials will be used to assist students in the learning process during a workshop, after the workshop for review, and continued learning as a reference guide.

ACKNOWLEDGMENTS

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Russ Peterson Jr.
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Welcome to Corporate Ovations

“Tell me and I forget. Teach me and I remember. Involve me and I learn.”
- Benjamin Franklin

We have all seen, heard or know someone who can speak with expressiveness. Think about a presentation at work, a sermon at church, a political speech, or even a public seminar you attended where the speaker made an impact on you. A well-executed presentation can influence how people think and can influence the decisions they make. Presentations provide the opportunity to communicate information with impact to audience members. The ability to make a powerful, professional presentation has become a necessity at all levels of a business organization. Every time you speak, you represent yourself and your company. If you are an effective and dynamic presenter, you will cast a favorable light on virtually all your business endeavors.

Successful presentations are not only for those with a natural talent for speaking in front of people. *Corporate Ovations for Business Professionals* will provide you with the unparalleled opportunity to gain the experience, techniques, and strategies of speaking professionals. This interactive workshop will teach you how to make confident and dynamic presentations.

Research shows that participants who interact during this course will gain a superior understanding of the course content over those who passively read the workbook or just listen to the facilitator.

You bring to the class the skills necessary to be a great presenter. Research shows that participants who interact during this course will gain a superior understanding of the course content over those who passively read the workbook or just listen to the facilitator. *Corporate Ovations for Business Professionals* will challenge you to step outside of your comfort zone to learn new techniques. To become a skilled communicator, you will have to challenge yourself to improve these skills, and that means practice.

The *information* and *inspiration* will be provided by your facilitator, but the *implementation* is the single most important factor in your *improvement*. During the class, you will be asked to stand up and conduct various presentations.

Exercise: Course Expectations

What do you want to gain after completing the iSpeak *Corporate Ovations* course?

- 1. _____

- 2. _____

- 3. _____

- 4. _____

- 5. _____

Pauses

A well-timed pause is one of the most powerful tools any speaker can use. It grabs the attention of your audience and demands respect. The speaker can reach out and grab the attention of every single person in the audience by doing one thing - nothing! A pause sets a key word or sentence apart from the rest of the message; it can represent a short break that allows both the speaker and the listener to improve communication. A pause between 1-3 seconds will appear normal to your audience, but the effects can be dramatic. The benefits of pausing include:



- _____
- _____

Clarity

Proper use of pronunciation, articulation and the expression of sounds are keys to an audience’s understanding of your message. When audience members have a hard time hearing or difficulty understanding, they will disengage from the speaker. A great exercise to work on clarity is to practice repeating the following tongue twisters as clearly as you can.

- _____
- _____
- _____

It is important to practice your voice clarity by reading slowly and exaggerating vowel and consonant sounds. Open your mouth wide when practicing to exaggerate the words. You can work on diction with vocal exercises that can improve your enunciation. The three key benefits from this exercise are:

- _____ *Focus on what you are saying*
- _____ *Articulate your every word*
- _____ *Connect with the audience*

Volume

Volume is the loudness or fullness of your voice and can be increased or decreased by pushing more or less air over your vocal chords. In normal conversation, people speak at a relatively constant volume, but your volume should be raised and lowered in presentations to add variety and to capture the attention of your audience members.

Inflection

The inflections in your voice involve an adjustment to the pitch or the tone you use. Inflections applied to a simple statement can actually change the meaning of a sentence without changing the words. A change in inflection can appear as an emphasis on a word or syllable. Punching is used to emphasize key words. Punching a word is like putting it in bold or italics.

Eye Contact

Eye contact is a key element of body language, as people (in general) like others to look them in the eye when they are communicating. In large audiences, you cannot make eye contact with everyone, but you should try to make direct eye contact with selected people at various points around the room. Eye contact keeps your audience involved. While speaking, try to vary your direct eye contact and your whole audience glances. Eye contact also serves as a means for feedback for the speaker.

Stance

The body position where you feel most in control is called your power stance. All purposeful movement begins and ends in your stance, a quietly confident standing position where your weight is equally balanced on your feet.

An open stance is characterized by arms or hands that are open with wrists facing upwards, eyes looking up, the chest out and feet slightly apart. This stance looks welcoming and conveys trust and acceptance. A closed stance is portrayed with crossed arms and conveys resistance, lack of acceptance, and even hostility. When you hunch your shoulders with hands together and look down at the floor, it conveys the same meaning.



Presenting is a Process

“I know that you believe you understand what you think I said, but I'm not sure you realize that what you heard is not what I meant.” - Robert McCloskey

By studying successful presentations, a common theme will develop; presenting is a process. By following a proven process, you can deliver presentations that are consistently of high quality. At the core of the presentation model is someone who has a deep knowledge of the topic, the Subject Matter Expert (SME). The next layer of skills can best be categorized as Communication, Professionalism, and Motivation. These skills must be sharpened to the point that each becomes core strengths.

In *Corporate Ovations*, you will learn methods for enhancing your core skills, as well as tools and insights to assist in the navigation of the presentation process. The process for creating consistent, high-quality presentations is to Prepare, Develop, Deliver, and Evaluate.



Unit Two: Preparing Your Presentation

“Failure to prepare is preparing to fail.” -Coach John Wooden

You cannot deliver an effective presentation without planning. Preparation is the key to a successful outcome. As Lilly Walters said, “The success of your presentation will be judged not by the knowledge you send but by what the listener receives.” Without the proper up-front planning, your presentation will lack the structure, purpose, and outcome that are the key ingredients of a great presentation.

This phase in the presentation process will focus on determining the type, purpose, objective and structure of the presentation, while understanding the audience and their motivation to listen and ultimately take action.

Unit Objectives

- Presentation Purpose
- Audience Analysis
- Presentation Timings
- Presentation Planner



Presentation Purpose

“We succeed only as we identify a single overriding objective, and make all other considerations bend to that one objective.” - Dwight D. Eisenhower

Every effective presentation has a clear purpose. You should be able to identify specifically what your audience should *Know*, *Feel*, or *Do* at the conclusion of your presentation. It should be a concise, but detailed, statement that describes what you want from your audience.

Identifying the objective of your presentation early in the preparation process will help focus your presentation development (introduction, supporting data, and closing) on applicable information that applies to why you are speaking in the first place. Anything that does not relate to, or further your objective, should not be included in your presentation. Questions to ask yourself as you document your presentation purpose include:

- **Know:** What do I want the audience to understand, believe, or think about the presentation?
- **Feel:** How do I want the audience to feel about this information? Inspired? Worried? Confident? How do I want them to feel about me? My company? My department?
- **Do:** What action do I want the audience to take as a result of the presentation?

Exercise: Presentation Purpose

Identify the presentation purpose for your upcoming presentation.

Know: _____

Feel: _____

Do: _____

Audience Analysis

“There are three things to aim at in public speaking: first, to get into your subject, then to get your subject into yourself, and lastly, to get your subject into the heart of your audience.”
- Alexander Gregg

One of the most important aspects of presenting is connecting with the audience. An analysis of your audience helps determine how to relate your message to them. The audience will shut down if the speaker makes no effort to connect with them, or provides nothing of value to the audience. As John Maxwell said in his book *Everyone Communicates, Few Connect*, “Anytime you aren’t sure about how to bridge the communication gap, don’t start the process by telling people about yourself. Begin with moving to where they are and seeing things from their perspective. Adapt to them – don’t expect them to adapt to you.” If you don’t take the time to customize and prepare your message, it will fall upon deaf ears because the participants will quickly tune out.

If your audience does not connect with something in your message, they will check out of the presentation and proceed to connect elsewhere, usually with their smart phone!

Dimensions for Audience Analysis

What does your audience want from your presentation? Audience analysis is the process of examining information about the listeners who will hear your presentation. An awareness of your audience should guide you through the composition of your presentation. Below you will find some general audience analysis categories that you should include in your presentation preparation.

Exercise: Audience Analysis

Identify the audience for your presentation and complete the Audience Analysis.

Status

Who are they? What is their status compared to yours? Are you equals?
Are you a level below the audience on the organization chart? Higher?
Is the audience composed of customers and prospects (higher status)?

UNIT TWO: PREPARING YOUR PRESENTATION

**Common
Characteristics**

Generally speaking, what commonalities can you identify among audience members? Demographics? Conservative? Accountants?

Expertise

Are the audience members experts in your field? Or, are they novices?

Interest

Why are they here? Are they stakeholders? Decision-makers? Influencers?

Concerns

What do they want from you, your presentation, or your organization? What biases do they have? What doubts and questions are they likely to have? Why?

MAS Example

Without the proper training for our employees, we cannot expect to improve our current position in the marketplace. It was Lee Iacocca that said, “You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere.” Today we discussed how to communicate more effectively with our employees on a daily basis. I challenge you to implement these new techniques to improve your communication in the workplace and increase our position in the market. Thank you.”

Call for Action

Challenge the audience, make a call for action, or ask for a decision. This is most appropriate when you are persuading or motivating an audience about an idea or a belief. It can also be used to ask an audience to remember something from an informational presentation.

Without our support, the noble efforts of this group will not be possible. It is not a matter of “helping when we can.” Without our support right now, this organization will be boarding up its doors and windows by this time next month. The time to act is now!

As executives, we can simply ignore this issue and hope that another VP or Manager will address the issue, but based on our discussion here today I think we can all agree, the decision must begin with us...right here...right now.

Startling Statement

Close by making a startling statement. This can be part of a two-step close. Start by making a startling statement with a statistic and then follow up with a call for action.

Last quarter we missed our revenue target by 5%. While that is definitely disappointing, we must look at our progress from a broader perspective. Our total revenues for the year are up over 68% from last year and our total revenues are up over 332% over the past 3 years... tripling our revenue in three years...that's not half bad.

Appropriate Quote

Use an appropriate quotation. Ending with a quotation can be extremely powerful when delivered correctly. Make sure you practice the quotation using necessary voice punctuation and give credit to the author.

Without proper training for our employees, we cannot expect to improve our current position in the marketplace. It was Walt Disney who said, “We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths.”

Vivid Illustration

Close by using a vivid illustration. Remember Napoleon Bonaparte's saying, "A picture is worth a thousand words." An illustration can support your main events and closing statement.

Take a journey with me and let's visit our company 5 years into the future. What do you see? I can tell you what I see. Our client base includes customers from around the globe. Our two offices in North America have expanded to include South America, Europe and the Pacific Rim. We are developing our products in half the time that it currently takes and our support staff is providing service 24 hours a day via the web and VoIP phone service. And how did all this come to be? I can tell you. We decided 5 years ago to invest in our future with a web based Supply Chain and CRM system.

I'd like you to picture this. You are standing in a vast desert basin that is completely flat in all directions. At your feet are a series of twenty dollar bills laid end to end as far as the eye can see. Of course, you immediately begin to think, "Wow! That is a lot of money!" Then, you turn around and look at the ground. The twenty dollar bills stretch out in the opposite direction as far as you can see. Now let me tell you that this line of money actually circles the entire globe. And now for the most amazing part, we lost this much money last year in lost sales opportunities. We must do something now if we expect that number to decrease by next year.

Supporting Story

Close with a supporting story or metaphor. A story can be dramatic, startling, humorous, or thought provoking. Stories are an excellent way to close a presentation because it gives the audience a chance to identify with the speaker by creating a connection. The story should support the material covered in your presentation.

I received a call late one Friday afternoon and it was one of my prospects which I had been pursuing for over 18 months. When I said hello, the voice on the other end said, "I think I'm going to make your weekend...you got the deal!" While I was ecstatic, I was curious as to why we won the business; were we so much better than the competition? So I asked him. "Dave, can you tell me why you chose us?" Dave replied to me, "That's simple; you gave us the best service throughout the entire process." That story alone gives five million reasons why we need to continue investing in our customer service.

I visited one of our hospitals when I was in California. While I was there, I saw a woman become a widow as one of our nurses explained that the team had done everything they possibly could. And then I saw something that made me realize why we are different...the nurse instinctively hugged the widow and began to cry with her. We are not only different...we MAKE A DIFFERENCE!

What do Customers Want?

“Price is what you pay. Value is what you get.” – Warren Buffett

In a proper selling process, when a buyer’s perception is created around a specific product or service, they will automatically derive a ballpark figure in their head of the pricing. When the pricing is well above that expectation, you will be seen as “expensive.” If the pricing comes in below their expectation, you will be seen as a “good value.”

Selling success depends more on the work you do early in the sales process than on the final negotiation. Perceived value of your offering and the buying urgency you create with your prospect provide the fuel to complete the sale. The stronger the perceived value and urgency by your prospect, the better off you will be in the negotiating process.

Great front work (asking open-ended questions, delivering key benefit statements, responding to objections appropriately, etc.) combined with the delivery of strong value will further strengthen your negotiating position. The graphic below depicts how selling skills and a product or service that fills a need and matches the customer’s decision criteria will have a higher perceived value to the prospective client. This makes the price less of an issue.

The three keys to lowering risk and increasing value are:

- 1) _____
- 2) _____
- 3) _____



Develop the Body with Supporting Material

“No one can remember more than three points.” - Philip Crosby

The body of your presentation is where you present the data that supports your introduction. A typical presentation body is divided into three main points. If you have more than three points, consider grouping your material into themes or related chunks of information. It is important that the body is well organized so that the audience can follow the progression of your ideas. You want to present the facts, backup information, arguments and other necessary information that will ultimately bring the audience to the intended goal of your presentation.

The Rule of Three

The “Rule of Three” is based on the fact that people tend to remember three things. Any more than three and retention suffers. By focusing your message on a few significant points, you will help guide your audience to remember and retain the main purpose of your presentation. Aristotle was the first to introduce this concept in 350 B.C. when he referred to “three forms of proof” in his book of Rhetoric.



Organize the Key Points

An effective presentation guides your audience through a sequence that makes it easy to comprehend the key points of presentation. Organize the key points so your audience can clearly follow the flow of your presentation. You could arrange the body points using one of the following methods:

- **Chronological order:** timeline of events in the order in which they happen
- **Topical order:** organized as deemed appropriate by the presenter
- **Problem-Solution order:** a problem is described and the solution is provided

Supporting Data

When you develop your presentation, utilize some of the following suggestions for supporting materials to result in a more memorable presentation.

Statistics	Statistics are numerical data that summarize information and show a relationship.
Analogies	A comparison between something more familiar to something less familiar.
Facts	A fact is something that has or can be proven as true.
Examples	An example is a short illustration to personalize the information to the audience.
Visual Aids	Visual aids can be a graph, person (testimonial), video, photo, or object.
Explanation	The speaker can explain the point using definitions, comparisons, and opinions.
Stories	A story is an illustration that has characters, a plot and a conclusion.

Presentation #3 Expectations

“The audience truly wants you to win!” - Kevin Karschnik

Throughout this workshop, you have had the opportunity to progressively build your speaking self-confidence. In your final presentation, your objective is to incorporate CABA, body structure, and MAS, using the new delivery techniques you have learned in class and addressing the areas to improve that you learned from previous presentations. The structure of the final presentation is this:

1. Open with CABA
2. Present the body points
3. Ask for and answer a question
4. Close with MAS

Each audience member will evaluate your presentation on a Student Feedback Form. At the end of the course, you can take these comments with you as a reminder of your strengths and areas to change, as observed through the eyes of the audience.

Exercise: Presentation #3 Self-Evaluation

At the conclusion of your presentation, provide feedback by answering these questions.

How did you capitalize on your strengths?

What new feedback did you incorporate?

How did this compare to your first and second presentations?

Kaizen

“There is no best, there is always a better.” - Kevin Karschnik

Kaizen is a Japanese term that refers to a philosophy of continuous improvement. “Kai” means change and “Zen” means good. The term kaizen translated at its fullest means “the willingness to constantly pursue improvement one small step at a time.”

Throughout this iSpeak program you documented “Satori Moments” - information you indicated was important. The next step is to take this information, combine it with inspiration, and implement these techniques in the workplace and in your home life. This can be done in the form of a commitment you make to yourself – a promise to take action on what you have learned. Focus on only one or two commitments at a time. Trying to implement too many changes at once can be overwhelming, decreasing your efficiency and creating anxiety.



Exercise: Workshop Commitments

What positive changes do you want to implement from this workshop?

1. _____

2. _____

Signature

Date



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Exercise: Course Expectations

What do you want to gain after completing the iSpeak *Corporate Ovations* course?

- 1. _____

- 2. _____

- 3. _____

- 4. _____

- 5. _____

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Unit One:

Presentations and Communication

“The single biggest problem with communication ... is the illusion that it has been accomplished.” - George Bernard Shaw

The ability to present well is vital to achieving advancement for yourself and for your ideas. You can enlighten your audience about a particular subject or move them to take a particular action. Few skills in life will contribute to your success as much as being able to stand and speak in public! It does not matter if you are meeting someone face to face or presenting in front of a large group, you have to *Prepare* your message, *Develop* it, *Deliver* it, and *Evaluate* it. Being able to communicate clearly and persuasively using this method will help you advance in your organization because people will see your competence and trust your ability to represent the organization. Employers value the importance of effective communication and presentation skills in the workplace.

- The publication *Supervision* surveyed 725 managers and cited the ability to communicate ideas and plans in front of an audience as the number one skill in terms of upward mobility, surpassing negotiation, selling and persuasive talents.
- The *Job Outlook 2013* survey conducted by the National Association of Colleges and Employers (NACE) indicates that good communication skills (written and verbal) are among the top attributes sought by employers evaluating a job candidate.

Unit Objectives

- Overcoming Fear and Anxiety
- Presentation #1
- Communication Factors
- Presentation Process

Poor Sales Presentations

“There are always three speeches, for every one you actually gave. The one you practiced, the one you gave, and the one you wish you gave.” - Dale Carnegie

We have all seen presentations that were ineffective or poorly delivered. What makes a presentation poor? It could be the content, the delivery, or a mismatch between speaker, subject and audience. Research conducted by iSpeak identifies the top three reasons audiences find a presentation poor:

- Salesperson talks too long
- Salesperson is boring
- Salesperson reads the slides

Exercise: Poor Sales Presentations

In the space below, list the characteristics and attributes of a poor presentation.

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Overcoming Fear and Anxiety

“Fear is part of being a speaker. You just have to get your butterflies flying in formation.”
- Art Linkletter

It is perfectly normal, whether it’s your first presentation or your hundredth, to be nervous before delivering a presentation. The fear of speaking in public is the second biggest fear among North Americans, ranking ahead of the fear of dying and the fear of heights, according to the Gallup News Service Poll. The first three keys to overcoming fear and anxiety are:

- _____
- _____
- _____

Author and speaker Lilly Walters states that you can reduce stage fright 75% by preparation and practice. A further 15% reduction is possible through deep breathing and the final 10% by mental preparation.

Arrive Early

Arriving early to your presentation will allow you time to mentally prepare, as well as allow you to survey where you will be speaking to ensure that the lighting, equipment, and your visual aids are in working order. This is also the ideal time to meet some of the audience members and get an understanding of why they are attending the presentation.

Walk Around

Burn some nervous energy and prepare for your presentation by taking a walk. Take advantage of this time to energize yourself, maintain a positive attitude, imagine yourself giving a successful speech, practice your introduction, and practice tongue twisters so you are fully prepared when you take the stage.

Deep Breath

Just before you start talking, take a deep breath, count to ten, and exhale slowly. The object is to contract your diaphragm to completely fill your lungs with air (so you don’t only speak from your chest). Slow, deep breaths will increase the supply of oxygen to your body, which will help you reduce your anxiety and allow you to concentrate on your message.

Visualize Success

Choose a goal for yourself in your presentation that is realistic, such as *I will speak confidently and with warmth*. Then, imagine yourself achieving that goal. Try to fill in as many details as possible when you visualize the situation: where you are standing, what you are wearing, how you are moving, the sound of your voice, and the smiles in your audience. What does it feel like as you visualize yourself achieving your goal? For some people, it helps to put together pictures that inspire those feelings on an inspiration board. Do this several times before the event.

Presentation #1 Expectations

“It’s okay to feel anxious. If you feel something moving around in your gut... that’s good! It means you care.” - Russ Peterson Jr.

You will be taking part in a number of practical exercises throughout this workshop. You will have the opportunity to progressively build your speaking confidence and competence during the class as you prepare, develop, deliver and evaluate multiple presentations.

Your first presentation will be an introduction of yourself. It will allow you to receive feedback on your current delivery skills. Your objective is to share information about your hobbies, family, experiences, or work life that participants may not know about you.

At the end of your brief introduction, the facilitator will ask the audience to provide *positive* feedback on what worked well in your presentation. The instructor will write feedback for you on what he/she saw as your personal strengths and on what you can change to make your presentation more effective in the future.

Exercise: Presentation #1 Self-Evaluation

It is important to recognize both your strengths and areas to improve through self-evaluation. After your speech, take a moment to analyze your strengths and what you would do differently for your next presentation.

What do you feel were your strengths?

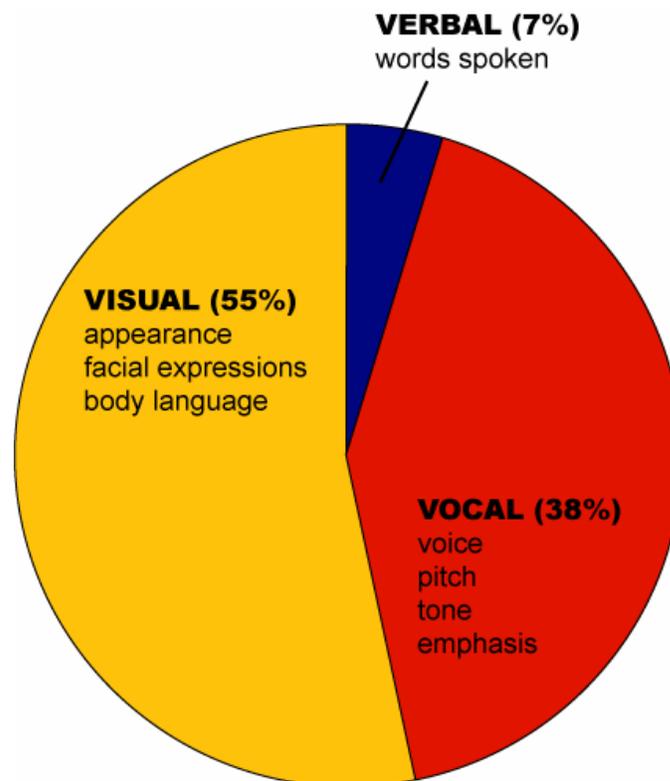
What would you do differently for your next presentation?

Communication Factors

“The most important thing in communication is to hear what isn’t being said.” – Peter Drucker

When you present face to face, people receive information through what you say verbally, how you sound vocally, and how you appear visually. The entire package must be synchronized for maximum benefit. In a study at UCLA in 1967, Dr. Albert Mehrabian found that when there are conflicts of trust and believability between the verbal (what is said), the vocal (how the voice says it) and the visual (what is seen of the speaker), the visual is overwhelmingly dominant. When there is a conflict among these three channels, research in his book *Silent Messages* shows that the verbal is believed 7% of the time, the vocal 38% and the visual 55% of the time.

Usually, we pay more attention to the words we will use when we prepare for a presentation (“What will I say?”), but given Dr. Mehrabian’s research, we should instead be thinking of *how we will look and sound* when we present. Does that mean that our words do not count? No! You must be competent in your subject matter. But, once you have put together a sound verbal message, your attention should be on *how* you will bring this information to life with your voice and body. In order to be believable, we must learn to look and sound credible.



Verbal, Vocal, and Visual Communication

“What you do speaks so loud I can’t hear what you say.” - Ralph Waldo Emerson

When the messages you send visually and vocally contradict what you say verbally, audiences will be skeptical of your credibility. For instance, you might look down and mumble, “We must all stand behind this policy in order to succeed!” The visual/vocal aspects communicate insecurity and passivity while the verbal aspect is trying to make a bold assertion. Just because your voice says one thing, your body movement, posture and actions may say another. The implications of this are extremely important for anyone who wants to be an effective presenter.

Speech Fillers

Speech fillers are distracting and interrupt the flow of your message. Words such as “um”, “okay”, “like”, “eh” and “ah” confuse the audience by creating run-on sentences and garbled messages. Catch yourself at the start of a filler word and replace it with _____. The tools for eliminating filler words in your presentation include:

- _____
- _____
- _____
- _____

Pace

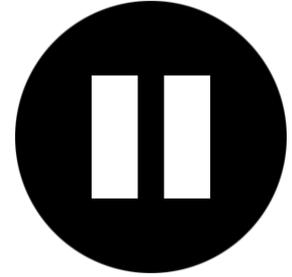
When speaking in front of an audience, it is easy to incorporate an everyday speaking habit of talking too fast, which causes babbling, and speaking in broken or incomplete sentences. When nerves are causing you to talk fast, it is important to make the effort to slow down when you are delivering your presentation - especially to an audience whose first language may not be English.

“The trouble with talking too fast is you may say something you haven’t thought of yet.” - Ruth Crowley (a.k.a. Ann Landers)

A good technique is to speak very slowly and articulate your every word in rehearsal; then allow your nervous energy during your actual speech help you achieve an ideal speed. If you time yourself during rehearsals, you can adjust your speed as well as other aspects of your voice. Another way you can address talking too fast is to pause between sentences and at commas. This gives the audience time to process your last sentence and helps head off “listener fatigue.”

Pauses

A well-timed pause is one of the most powerful tools any speaker can use. It grabs the attention of your audience and demands respect. The speaker can reach out and grab the attention of every single person in the audience by doing one thing - nothing! A pause sets a key word or sentence apart from the rest of the message; it can represent a short break that allows both the speaker and the listener to improve communication. A pause between 1-3 seconds will appear normal to your audience, but the effects can be dramatic. The benefits of pausing include:



- _____
- _____

Clarity

Proper use of pronunciation, articulation and the expression of sounds are keys to an audience’s understanding of your message. When audience members have a hard time hearing or difficulty understanding, they will disengage from the speaker. A great exercise to work on clarity is to practice repeating the following tongue twisters as clearly as you can.

- _____
- _____
- _____

It is important to practice your voice clarity by reading slowly and exaggerating vowel and consonant sounds. Open your mouth wide when practicing to exaggerate the words. You can work on diction with vocal exercises that can improve your enunciation. The three key benefits from this exercise are:

- _____ *Focus on what you are saying*
- _____ *Articulate your every word*
- _____ *Connect with the audience*

Volume

Volume is the loudness or fullness of your voice and can be increased or decreased by pushing more or less air over your vocal chords. In normal conversation, people speak at a relatively constant volume, but your volume should be raised and lowered in presentations to add variety and to capture the attention of your audience members.

Inflection

The inflections in your voice involve an adjustment to the pitch or the tone you use. Inflections applied to a simple statement can actually change the meaning of a sentence without changing the words. A change in inflection can appear as an emphasis on a word or syllable. Punching is used to emphasize key words. Punching a word is like putting it in bold or italics.

Eye Contact

Eye contact is a key element of body language, as people (in general) like others to look them in the eye when they are communicating. In large audiences, you cannot make eye contact with everyone, but you should try to make direct eye contact with selected people at various points around the room. Eye contact keeps your audience involved. While speaking, try to vary your direct eye contact and your whole audience glances. Eye contact also serves as a means for feedback for the speaker.

Stance

The body position where you feel most in control is called your power stance. All purposeful movement begins and ends in your stance, a quietly confident standing position where your weight is equally balanced on your feet.

An open stance is characterized by arms or hands that are open with wrists facing upwards, eyes looking up, the chest out and feet slightly apart. This stance looks welcoming and conveys trust and acceptance. A closed stance is portrayed with crossed arms and conveys resistance, lack of acceptance, and even hostility. When you hunch your shoulders with hands together and look down at the floor, it conveys the same meaning.



Hand Gestures

Hand gestures need to be natural and aligned with your message. You should not stand rigid and motionless - nor should you appear like a puppet on a string, making unnatural, exaggerated or jerky gestures. In a nutshell, gestures should enhance your presentation, not distract. The key is to not overuse or underuse gestures. It is okay to use your hands to make a point, or clasp your hands, or place your hands on your hips, behind your back, by your side, or in your pocket. Using the appropriate gesture depends on your audience and the purpose of the point you are trying to make.

Emphatic gestures are ones we use to underscore our points, such as a fist into a hand when emphasizing a word or phrase.



Illustrative gestures are used when you want to paint a visual picture for the audience, such as, “We have a *huge* opportunity this year (with your arms wide open representing the great opportunity).”



Symbolic gestures are used when you want to represent a symbol of something, such as the “okay” sign, thumbs up, or a number.



Facial Expressions

Do your facial expressions match the message you are trying to convey? The audience will most likely be taking cues from your face. They will learn how you seem to feel about your subject, your position, and the audience themselves! If you tend to be too serious or intimidating, a smile will warm up your delivery. If you tend to be over-animated, a more conservative approach to expression will enhance your power levels. Other aspects of facial expressions include the movements of your eyes, mouth, eyebrows, and muscles, as these can help build a connection with your audience.



Dr. Paul Ekman did cross-cultural research and identified the basic human emotions through facial expressions: Anger, Disgust, Fear, Happiness, Sadness, and Surprise. These emotions are displayed based on how the 43 muscles in your face move.

Movement with Purpose

Movement should enhance your presentation, not distract. When the speaker paces back and forth from point A to point B without reason, the movement will become a distraction to the audience. It will also be interpreted as speaker nervousness. Therefore, all movement should be done with purpose. To create a feeling of unity with the audience, the speaker can move out into the audience and speak from different locations. If the environment is not conducive to movement from the podium, movement on the podium should be monitored and deliberate.

Exercise: Famous Quotes

Stand and present a famous quote from a card the instructor will give you. Use your voice and body language to enhance the key message in the quote.

Presenting is a Process

“I know that you believe you understand what you think I said, but I'm not sure you realize that what you heard is not what I meant.” - Robert McCloskey

By studying successful presentations, a common theme will develop; presenting is a process. By following a proven process, you can deliver presentations that are consistently of high quality. At the core of the presentation model is someone who has a deep knowledge of the topic, the Subject Matter Expert (SME). The next layer of skills can best be categorized as Communication, Professionalism, and Motivation. These skills must be sharpened to the point that each becomes core strengths.

In *Corporate Ovations*, you will learn methods for enhancing your core skills, as well as tools and insights to assist in the navigation of the presentation process. The process for creating consistent, high-quality presentations is to Prepare, Develop, Deliver, and Evaluate.



Presentation Process Defined

Presenting is a process that the speaker and audience will go through together. The iSpeak Presentation Process consists of four phases: Prepare, Develop, Deliver and Evaluate.

- Prepare** Preparing focuses on determining the purpose, objective and structure of the presentation, while understanding the audience's motivation to listen and willingness to take action.
- Presentation Purpose
 - Audience Analysis
 - Presentation Timings
- Develop** The second phase in the presentation process focuses on writing the introduction, body, and closing of your presentation.
- Opening your Presentation
 - Define and Develop the Body
 - Closing your Presentation
- Deliver** This phase in the presentation process focuses on all the components that define a successful presentation, including first impressions, managing body language, handling questions, and using visuals.
- Communication Skills
 - Handling Questions
 - Using Visual Aids
- Evaluate** This final phase in the presentation process focuses on evaluating what went well and what you could improve upon for your next presentation.
- Effective Evaluations
 - Coaching and Feedback
 - Creating a 21-Day Habit

Unit Summary

“The more you learn, the more you learn that you have more to learn.” - Kevin Karschnik

Effective presentation skills are imperative to communicating your ideas in an organized manner. It does not matter if your communication is face-to-face or in front of a large group, you are aspiring to inform your audience about a particular subject or influence your audience to take a particular action. Having an effective communication process will help contribute to the success of your presentation.

In this unit we learned the following:

- The goal is to use your anxiety or fear to propel your presentation to higher levels.
- Research shows the verbal (words) is believed 7% of the time, the vocal (voice) 38%, and the visual (body) 55% of the time when these three channels are in contradiction.
- Speech fillers, words such as “um” and “ah”, interrupt the message and confuse the listener by creating run-on sentences and garbled messages.
- Proper use of pronunciation, articulation and the expression of sounds are keys to an audience’s understanding of your message. When audience members have a hard time hearing or difficulty understanding, they will disengage from the speaker.
- It is important to practice your voice clarity by reading slowly and exaggerating vowel and consonant sounds. A great exercise to work on clarity is to practice repeating tongue twisters as clearly as you can.
- Your body language is the most important communication factor when speaking to an audience. Use your stance, posture, facial expressions, hand gestures and other movements to your advantage.
- Eye contact keeps your audience involved. While speaking, try to vary your direct eye contact and your whole audience glances. Eye contact also serves as a means for feedback for the speaker.
- The *Corporate Ovations* Presentation Process consists of four phases: Preparing, Developing, Delivering, and Evaluating.

Unit Two: Preparing Your Presentation

“Failure to prepare is preparing to fail.” -Coach John Wooden

You cannot deliver an effective presentation without planning. Preparation is the key to a successful outcome. As Lilly Walters said, “The success of your presentation will be judged not by the knowledge you send but by what the listener receives.” Without the proper up-front planning, your presentation will lack the structure, purpose, and outcome that are the key ingredients of a great presentation.

This phase in the presentation process will focus on determining the type, purpose, objective and structure of the presentation, while understanding the audience and their motivation to listen and ultimately take action.

Unit Objectives

- Presentation Purpose
- Audience Analysis
- Presentation Timings
- Presentation Planner



Presentation Purpose

“We succeed only as we identify a single overriding objective, and make all other considerations bend to that one objective.” - Dwight D. Eisenhower

Every effective presentation has a clear purpose. You should be able to identify specifically what your audience should *Know*, *Feel*, or *Do* at the conclusion of your presentation. It should be a concise, but detailed, statement that describes what you want from your audience.

Identifying the objective of your presentation early in the preparation process will help focus your presentation development (introduction, supporting data, and closing) on applicable information that applies to why you are speaking in the first place. Anything that does not relate to, or further your objective, should not be included in your presentation. Questions to ask yourself as you document your presentation purpose include:

- **Know:** What do I want the audience to understand, believe, or think about the presentation?
- **Feel:** How do I want the audience to feel about this information? Inspired? Worried? Confident? How do I want them to feel about me? My company? My department?
- **Do:** What action do I want the audience to take as a result of the presentation?

Exercise: Presentation Purpose

Identify the presentation purpose for your upcoming presentation.

Know: _____

Feel: _____

Do: _____

Audience Analysis

“There are three things to aim at in public speaking: first, to get into your subject, then to get your subject into yourself, and lastly, to get your subject into the heart of your audience.”
- Alexander Gregg

One of the most important aspects of presenting is connecting with the audience. An analysis of your audience helps determine how to relate your message to them. The audience will shut down if the speaker makes no effort to connect with them, or provides nothing of value to the audience. As John Maxwell said in his book *Everyone Communicates, Few Connect*, “Anytime you aren’t sure about how to bridge the communication gap, don’t start the process by telling people about yourself. Begin with moving to where they are and seeing things from their perspective. Adapt to them – don’t expect them to adapt to you.” If you don’t take the time to customize and prepare your message, it will fall upon deaf ears because the participants will quickly tune out.

If your audience does not connect with something in your message, they will check out of the presentation and proceed to connect elsewhere, usually with their smart phone!

Dimensions for Audience Analysis

What does your audience want from your presentation? Audience analysis is the process of examining information about the listeners who will hear your presentation. An awareness of your audience should guide you through the composition of your presentation. Below you will find some general audience analysis categories that you should include in your presentation preparation.

Exercise: Audience Analysis

Identify the audience for your presentation and complete the Audience Analysis.

Status

Who are they? What is their status compared to yours? Are you equals?
Are you a level below the audience on the organization chart? Higher?
Is the audience composed of customers and prospects (higher status)?

UNIT TWO: PREPARING YOUR PRESENTATION

**Common
Characteristics**

Generally speaking, what commonalities can you identify among audience members? Demographics? Conservative? Accountants?

Expertise

Are the audience members experts in your field? Or, are they novices?

Interest

Why are they here? Are they stakeholders? Decision-makers? Influencers?

Concerns

What do they want from you, your presentation, or your organization? What biases do they have? What doubts and questions are they likely to have? Why?

Planning a Presentation

“Rehearsal is the planning and preparation to successfully deliver the content to the audience.” - Russ Peterson Jr.

Presentation Timings

Before deciding what information to discuss in a presentation, it is important to know how much total time you have to present. Planning the timings of your presentation will also help you in deciding how much information to cover in each of the key areas of the presentation body.



The following is an example for a 30-minute presentation.

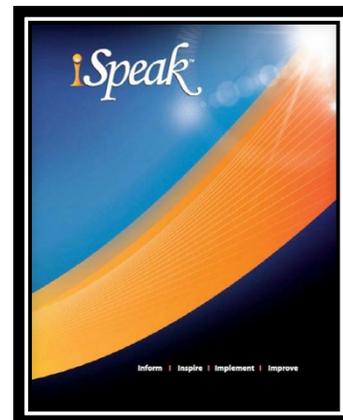
- Opening: 2 minutes
- Body Point 1: 7 minutes
- Body Point 2: 9 minutes
- Body Point 3: 10 minutes
- Closing: 2 minutes

Presentation Planner

The iSpeak Presentation Planner tool can be found online in the iSpeak Store at www.iSpeak.com/store. Use the following code to receive the document for free:

Presenting is a process that the speaker and audience go through together. The Presentation Process consists of Preparing, Developing, Delivering and Evaluating phases. The iSpeak Presentation Planner will assist you in the Preparing and Developing stages of the process, and be a guide for all your presentations. Contents include:

- Presentation Purpose
- Audience Analysis
- Closings and Openings
- Developing Key Points
- Delivery Techniques



Unit Summary

“Proper preparation for speaking takes place in three key areas: your subject matter, your audience and your purpose.” - Kevin Karschnik

Planning is the key to an effective presentation. It creates the structure for your presentation that includes the type, purpose, and objective. Planning also helps you understand the audience’s motivation to listen to you and helps guide you as to what action you will request of them.

In this unit we learned the following:

- Identifying the objective of your presentation early in the preparation process will help to focus your presentation development (introduction, supporting data, and closing) on applicable information that applies to why you are speaking in the first place. Questions to ask yourself as you document your presentation purpose include:
 - What do I want the audience to know about the presentation?
 - How do I want the audience to feel about this information?
 - What action do I want the audience to take as a result of the presentation?
- An audience analysis will ensure that you give the right presentation to the right audience and will help you adapt your message so that your listeners will respond in a manner of your choosing.
- The richest opportunity for persuasion is when you are able to appeal to the interests and needs of your audience, while maintaining your presentation goals.
- Planning the timings of your presentation will help you in deciding how much information to cover in each of the key areas of the presentation body.
- The iSpeak Presentation Planner will assist you in the Preparing and Developing stages of the process, and be a guide for all your presentations. It can be downloaded for free at the iSpeak.com website using the promo code **PRPL2011**.

Unit Three

3

Unit Three: Developing Your Presentation

“You can have brilliant ideas, but if you can’t get them across, your ideas won't get you anywhere.” - Lee Iacocca

The best way to produce an effective presentation is to choose material that best illustrates your key points while striking a familiar chord with the audience. We discussed your presentation purpose and your audience in the previous chapter. Your purpose and audience become the filter for choosing what details you use in your presentation. Once the foundation of your presentation has been laid, it is time to build the house - the introduction, body, and closing of your presentation. We will relate these objectives to a proven persuasive communication process to develop your presentation.

Unit Objectives

- Opening a Presentation
- Closing a Presentation
- Define the Key Points
- Construct the Body
- Identify Supporting Material



Opening your Presentation

“Your audience will evaluate you in the first few seconds to create a first impression of you and your presentation.” - Russ Peterson Jr.

A dynamic opening is critical to giving the audience a great first impression. You want to spend between 5 and 10 percent of your allotted time for your introduction. Developing the introduction before the body of your presentation ensures that it is aligned with the overall objective for your presentation because you identify your three key points in your opening. Your presentation purpose and audience analysis should be your guide in writing the presentation opening.

It is your job to let the audience know early in the presentation why they should sit and listen to what you have to say. Your introduction should be created so that you answer the questions that every audience has: *“Why am I listening?”*, *“What’s in it for me?”*, and *“Why should I believe you?”*

Open with CABA

One proven method for starting your presentation effectively is incorporating the CABA (Credibility, Attention, Body, and Audience) method when you write the opening. **The ingredients of CABA can be delivered in any order.**

Credibility

Establish your credibility and good will. You can do this by sharing your experience on a particular subject.

I have led our customer experience initiative for the past 9 months, interviewing customers to understand their perception of our organization.

Attention

Get the attention and interest of your audience. You can do this by making a startling statement, arousing curiosity, posing a question or telling a story.

The average worker admits to frittering away 2.09 hours per 8-hour workday. The biggest distraction for respondents was the Internet.

Body Preview the body of the presentation. Let them know what you will be discussing.
Today I am going to discuss our products with a specific focus on the reasons why you should select our company as your vendor of choice.

Audience Connect with the audience and show you care enough to learn more about them before you speak.
I understand the frustration you are feeling, as I felt the same way when I first heard we were making the switch to SAP.

Exercise: Opening Brainstorm

Focusing on the Attention component from CABA, brainstorm various presentation openings using a Question, Story, Statement, or Quote.

CABA Example

Did you know sales is the second largest occupation in America? The only occupation with more people is administrative-support personnel. Show of hands, how many people are in sales today? Let's face it, we are all in sales. Any time you apply for a job, service an existing customer, or persuade a new customer to move a project closer to completion, you are selling.

My name is Russ Peterson and I've been professionally selling for over 20 years. Few other occupations give you the immediate and direct feedback on how well you're doing. While there may be barriers in all types of jobs, not overcoming barriers in sales can lead to you looking for a new logo for your business card. Today we're going to talk about eliminating those barriers that prevent you from succeeding. These internal barriers can be referred to as C.R.A.P. - Catastrophizing, Rationalizing, Agonizing and Procrastinating.

Ask a Question

By asking a question you can create curiosity, suspense and emphasize the importance of your subject.

What is your biggest fear? If you are like most Americans, you fear snakes, public speaking, heights, and death, in that order. That means, if an average person goes to a funeral, they would rather be in the casket than delivering the eulogy.

Tell a Story

Audiences love a good story, if it is seen as relevant. If the story appears to be a waste of their time, they will be disappointed. Stories can establish your credibility, get their attention, entertain, develop suspense and educate.

My phone rang at 2:00 p.m. on a Tuesday afternoon. It was a large client I had been pursuing for months. Shirley said she had good news and bad news. The good news was they wanted to use our company for a management class. The bad news was the class started at 8:30 a.m. the next morning. As any good salesperson would respond, I said, "No problem, we'll see you tomorrow morning."

I immediately picked up the phone and called our printer, Document Engine, to see if we could get workbooks printed and ready by 7:00 a.m. the next morning. Our books normally take three days to be printed and assembled. As any good salesperson would respond, Andy said, "No problem, we'll see you tomorrow morning."

Three hours later, Andy called to let me know that our order was ready and that he would personally deliver the workbooks to the instructor's house on his way home, saving the instructor both time and stress the next morning.

Vivid Illustration

Vivid illustrations can be created with stories or “what-if scenarios.” Often times a vivid illustration is created through forecasting or looking into the future. People are infatuated with the future. When statements can be made and illustrations created of what the future holds, you can capture the audience’s imagination, attention and curiosity all at once.

Take a journey with me and let’s visit your company five years into the future. What do you see? Your client base includes customers from around the globe. Your offices in North America have expanded to include South America, Europe and the Pacific Rim. You are developing your products in half the time that it currently takes and your support staff is providing service 24 hours a day via the web and VoIP phone service.

Startling Statement

Opening with a startling fact or statement can grab the audience’s attention. Make certain that the statements are appropriate and relevant.

According to the A.C. Nielsen Company, the average American watches more than four hours of television each day, which equates to 28 hours of TV per week, or two months of non-stop TV watching each year. That means that we spend 9 years of our life glued to the tube.

Use a Quotation

Starting with a quote from a well-respected person by the audience can create immediate interest, credibility, rapport and curiosity. Additionally, if the quote is poignant, audiences will be more inclined to listen to them.

“I’m not looking for the best players; I’m looking for the right players.” Coach Herb Brooks said that in 1979 when he was questioned as to why the United States didn’t have its best goalie and other all-star caliber players on the team. For those that know the rest of the story, the 1980 U.S. Olympic hockey team upset the USSR and went on to win gold.

Presentation #2 Expectations

“What you bring to the stage is contagious - whether it’s boredom or energy.”
- Kevin Karschnik

Throughout this course you will have the opportunity to progressively build your speaking self-confidence. In your first presentation, you received feedback on your current delivery skills. The objective of your second presentation is to deliver a presentation you would use at work. You can use a previously developed presentation or one that you will deliver in the future. You will be evaluated on the following components of your presentation.

- Did you design a message with the four components of CABA?
- How effective was your presentation delivery?
- Were the visual, vocal, and verbal in alignment?

Exercise: Presentation #2 Self-Evaluation

At the conclusion of your presentation, provide feedback by answering these questions.

What do you feel were your strengths?

What would you change for next time?

How did this compare to your first presentation?

Closing your Presentation

“All that matters is the ending; it’s the most important part.” - Johnny Depp

The last thing you say just might be the most remembered; therefore, the closing is a crucial part of a presentation. You want to conclude your presentation with style and confidence, leaving the audience with a lasting impression. If your closing is poor, it can affect the audience’s impression of your entire presentation. You typically want to reserve between 5 and 10 percent of your allotted time for the conclusion. It is a good idea to have your closing memorized.

A good closing summarizes what you presented and can be extracted from your presentation objective. Your presentation purpose and audience analysis should be your guide in writing the presentation closing. Once you have completed your presentation opening and closing, it makes developing and supporting the body points much easier.

Close with MAS

A good closing incorporates MAS (Memorable, Action, and Summary). You want to tell the audience what you told them, challenge them or make a call for action, and then conclude with something memorable. **The MAS components of a closing can be delivered in any order.**

Keep in mind that audiences will only retain a small percentage of the information you present, so make sure MAS is in your closing. This part of the presentation is where you need to motivate the audience to a specific action.

Memorable

Leave the audience with something they will remember about your presentation. It can be a statistic, quote or story that creates a connection with the audience.

Without your support of the proposed online registration system, we will continue to waste 26 hours per week manually entering data.

Action

Challenge the audience to act on the message of your presentation. It can be a decision or an action to perform. The call to action can be as simple as remembering a key point from the presentation.

I invite you to provide funding for this new online registration system for fourth quarter implementation.

Summary

Recap the purpose and key points of your presentation. You are telling the audience what you told them so your main idea is fresh on their mind.

Today we discussed the three main ways we could save on expenses, headcount, and cycle time by implementing an online registration system.

MAS Example

Without the proper training for our employees, we cannot expect to improve our current position in the marketplace. It was Lee Iacocca that said, “You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere.” Today we discussed how to communicate more effectively with our employees on a daily basis. I challenge you to implement these new techniques to improve your communication in the workplace and increase our position in the market. Thank you.”

Call for Action

Challenge the audience, make a call for action, or ask for a decision. This is most appropriate when you are persuading or motivating an audience about an idea or a belief. It can also be used to ask an audience to remember something from an informational presentation.

Without our support, the noble efforts of this group will not be possible. It is not a matter of “helping when we can.” Without our support right now, this organization will be boarding up its doors and windows by this time next month. The time to act is now!

As executives, we can simply ignore this issue and hope that another VP or Manager will address the issue, but based on our discussion here today I think we can all agree, the decision must begin with us...right here...right now.

Startling Statement

Close by making a startling statement. This can be part of a two-step close. Start by making a startling statement with a statistic and then follow up with a call for action.

Last quarter we missed our revenue target by 5%. While that is definitely disappointing, we must look at our progress from a broader perspective. Our total revenues for the year are up over 68% from last year and our total revenues are up over 332% over the past 3 years... tripling our revenue in three years...that's not half bad.

Appropriate Quote

Use an appropriate quotation. Ending with a quotation can be extremely powerful when delivered correctly. Make sure you practice the quotation using necessary voice punctuation and give credit to the author.

Without proper training for our employees, we cannot expect to improve our current position in the marketplace. It was Walt Disney who said, “We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths.”

Vivid Illustration

Close by using a vivid illustration. Remember Napoleon Bonaparte's saying, "A picture is worth a thousand words." An illustration can support your main events and closing statement.

Take a journey with me and let's visit our company 5 years into the future. What do you see? I can tell you what I see. Our client base includes customers from around the globe. Our two offices in North America have expanded to include South America, Europe and the Pacific Rim. We are developing our products in half the time that it currently takes and our support staff is providing service 24 hours a day via the web and VoIP phone service. And how did all this come to be? I can tell you. We decided 5 years ago to invest in our future with a web based Supply Chain and CRM system.

I'd like you to picture this. You are standing in a vast desert basin that is completely flat in all directions. At your feet are a series of twenty dollar bills laid end to end as far as the eye can see. Of course, you immediately begin to think, "Wow! That is a lot of money!" Then, you turn around and look at the ground. The twenty dollar bills stretch out in the opposite direction as far as you can see. Now let me tell you that this line of money actually circles the entire globe. And now for the most amazing part, we lost this much money last year in lost sales opportunities. We must do something now if we expect that number to decrease by next year.

Supporting Story

Close with a supporting story or metaphor. A story can be dramatic, startling, humorous, or thought provoking. Stories are an excellent way to close a presentation because it gives the audience a chance to identify with the speaker by creating a connection. The story should support the material covered in your presentation.

I received a call late one Friday afternoon and it was one of my prospects which I had been pursuing for over 18 months. When I said hello, the voice on the other end said, "I think I'm going to make your weekend...you got the deal!" While I was ecstatic, I was curious as to why we won the business; were we so much better than the competition? So I asked him. "Dave, can you tell me why you chose us?" Dave replied to me, "That's simple; you gave us the best service throughout the entire process." That story alone gives five million reasons why we need to continue investing in our customer service.

I visited one of our hospitals when I was in California. While I was there, I saw a woman become a widow as one of our nurses explained that the team had done everything they possibly could. And then I saw something that made me realize why we are different...the nurse instinctively hugged the widow and began to cry with her. We are not only different...we MAKE A DIFFERENCE!

What do Customers Want?

“Price is what you pay. Value is what you get.” – Warren Buffett

In a proper selling process, when a buyer’s perception is created around a specific product or service, they will automatically derive a ballpark figure in their head of the pricing. When the pricing is well above that expectation, you will be seen as “expensive.” If the pricing comes in below their expectation, you will be seen as a “good value.”

Selling success depends more on the work you do early in the sales process than on the final negotiation. Perceived value of your offering and the buying urgency you create with your prospect provide the fuel to complete the sale. The stronger the perceived value and urgency by your prospect, the better off you will be in the negotiating process.

Great front work (asking open-ended questions, delivering key benefit statements, responding to objections appropriately, etc.) combined with the delivery of strong value will further strengthen your negotiating position. The graphic below depicts how selling skills and a product or service that fills a need and matches the customer’s decision criteria will have a higher perceived value to the prospective client. This makes the price less of an issue.

The three keys to lowering risk and increasing value are:

- 1) _____
- 2) _____
- 3) _____



Develop the Body with Supporting Material

“No one can remember more than three points.” - Philip Crosby

The body of your presentation is where you present the data that supports your introduction. A typical presentation body is divided into three main points. If you have more than three points, consider grouping your material into themes or related chunks of information. It is important that the body is well organized so that the audience can follow the progression of your ideas. You want to present the facts, backup information, arguments and other necessary information that will ultimately bring the audience to the intended goal of your presentation.

The Rule of Three

The “Rule of Three” is based on the fact that people tend to remember three things. Any more than three and retention suffers. By focusing your message on a few significant points, you will help guide your audience to remember and retain the main purpose of your presentation. Aristotle was the first to introduce this concept in 350 B.C. when he referred to “three forms of proof” in his book of Rhetoric.



Organize the Key Points

An effective presentation guides your audience through a sequence that makes it easy to comprehend the key points of presentation. Organize the key points so your audience can clearly follow the flow of your presentation. You could arrange the body points using one of the following methods:

- **Chronological order:** timeline of events in the order in which they happen
- **Topical order:** organized as deemed appropriate by the presenter
- **Problem-Solution order:** a problem is described and the solution is provided

Supporting Data

When you develop your presentation, utilize some of the following suggestions for supporting materials to result in a more memorable presentation.

Statistics	Statistics are numerical data that summarize information and show a relationship.
Analogies	A comparison between something more familiar to something less familiar.
Facts	A fact is something that has or can be proven as true.
Examples	An example is a short illustration to personalize the information to the audience.
Visual Aids	Visual aids can be a graph, person (testimonial), video, photo, or object.
Explanation	The speaker can explain the point using definitions, comparisons, and opinions.
Stories	A story is an illustration that has characters, a plot and a conclusion.

Exercise: Supporting Material

Write the three key points and supporting material for your upcoming presentation.

Key Point #1

Supporting Material

Key Point #2

Supporting Material

Key Point #3

Supporting Material

Unit Summary

“I found that most problems in life can be solved by simply getting up and getting to work.” - Russ Boles

The best way to produce an effective presentation is to choose material that best illustrates your key points while striking a familiar chord with the audience. We discussed your presentation purpose in the previous chapter. This purpose becomes the filter for choosing what details you use in your presentation. Once the foundation of your presentation has been laid, it is time to build the house - the introduction, body, and closing of your presentation. We will relate these objectives to a proven persuasive communication process to develop your presentation.

In this unit we learned the following:

- You want to spend between 5 and 10 percent of your allotted time for each of your introduction and your closing. Your presentation purpose and audience analysis should be your guide in writing both the presentation opening and closing.
- A dynamic opening is critical to establishing the tone of your entire presentation; you want to open your presentation with style and confidence, giving the audience a great first impression.
- One proven method for starting your presentation effectively is incorporating the CABA (Credibility, Attention, Body, and Audience).
- A good closing incorporates MAS (Memorable, Action, and Summary). You want to tell the audience what you told them, challenge them or make a call for action and conclude with something memorable.
- Design the body of your presentation using the “Rule of Three”, which is based on the fact that people tend to remember three things.
- Organize the key points so your audience can clearly follow the flow of your presentation. An effective presentation guides your audience through a sequence that makes it easy to comprehend the key points of presentation.
- The best way to ensure you are delivering a vivid message is to incorporate statistics, analogies, facts, examples, and stories into your message.
- It is recommended that you write (word for word) both the introduction and closing to your presentation. You have to continuously rehearse until you are fully comfortable with the content of the presentation. There is an English proverb that says, “Repetition is the mother of memory.” Repetition is also the key to a successful presentation.

Unit Four: Delivering Your Presentation

“Speech is power: speech is to persuade, to convert, to compel.”
- Ralph Waldo Emerson

A successful presentation starts with preparation of your message and ends with the delivery of that message. *How* you say it is just as important as *what* you say. An effective delivery is comprised of multiple items, starting with your preparation, setting up the facility, making a great first impression, connecting with the audience, using visual aids, answering participant questions, and ending with the effect you leave on the audience.

Unit Objectives

- Handling Questions
- Visual Aids
- PowerPoint
- Final Presentation



Handling Questions

“There are no dumb questions—only dumb answers.” - Marshall Loeb

The ability to facilitate a question-and-answer segment in your presentation is the opportunity to enhance your audience’s understanding of your topic and make the information relevant to them individually. You will also find that the participant’s involvement with asking questions will increase their level of attention and retention.

Prepare

If you plan to answer questions during your presentation, you need to prepare for the types of questions your participants may have. You cannot prepare for every question, but you can anticipate most of the questions that might arise. It would also be beneficial to have someone observe your presentation and express the questions they might ask if seated in the audience. It is best to practice answering these questions out loud, so when they surface during the Q&A session, you’ll be able to answer them with ease.

Exercise: Preparing for Questions

What questions might be asked by audience members during your presentation?

When should you answer questions?

The question and answer portion of your presentation should be conducted prior to the presentation conclusion. This ensures that your presentation ends the way you planned, not on a bizarre question or comment from an audience member. It is also important to inform the audience at the beginning of the Q&A session that you will be reserving the last few minutes for your closing comments, so they don’t think the presentation is over with the last question. Once the question and answer session is over, you will conclude your presentation. You can use the following phrase before your Q&A session:

Question Response Process

Utilizing a three step process for responding to questions can help the presenter maintain control and credibility as a speaker.

- 1) **Acknowledge** When a question is asked, the speaker should acknowledge the question from the audience member. The speaker can say, “Thank you for the question.” Avoid saying, “great question” every time because it appears as if you are grading the questions from the audience. Some may consider this “playing favorites.”
- 2) **Repeat** In a larger audience, repeating the question for the benefit of all who could not hear is appropriate. In smaller groups and one-on-one situations, the speaker can repeat just to clarify the understanding of the question.
- 3) **Respond** The third step is to provide the response to the question. Look first at the person who asked the question, then step back and answer the question by making eye contact with all of the audience as you finish the response to the question.

When You Don't Know the Answer

It is okay to tell a participant, “Thank you for that question. I don't have access to that information, but I can certainly research it and get back to you.” Always tell the truth. You never want to attempt to answer a question that you don't know, as many audience members will be able to tell you are uncomfortable. In addition, a few audience members might even know the correct answer, which will damage your credibility if you answer incorrectly.

One idea is to ask the audience member to write the question down so you can research it. This ensures the question is valid and not just an item of curiosity.

No Questions?

At the conclusion of your presentation, it is important to determine why there were no questions. The audience could have been intimidated, confused about the topic, or disconnected from the subject earlier in your presentation. During a presentation, you could continue in one of these ways:

- Proceed by sharing common questions
- Continue directly to your closing

Using Visual Aids

“Visuals should be used to enhance an audience’s understanding of a concept, not used as cue cards.” - William Kreiger

A recipe for disaster is when your visual aid becomes the presentation. When properly prepared, visual aids can be a valuable asset to your presentation. They can liven up your presentation by making your ideas more understandable and more interesting, while adding to your overall credibility. A presentation with visual aids is more persuasive, as you can see from these studies below.

- Researchers at the University of Pennsylvania, Wharton School of Business found that presenters who used visual aids were rated by listeners as: better prepared, more professional, more persuasive, more credible and more interesting.
- Statistics from the University of Minnesota show that when a speaker stands up to give a presentation and uses visual aids, the audience is 43 percent more likely to be persuaded and will pay 26 percent more for a product or service.

As much as visual aids can make you more credible, they can also quickly detract from your presentation. Other studies and research show that if audience members think that visual aids are poor, their confidence in the speaker declines. In other words, you are better off using no visual aids than poor ones.

Stand to the left

If you are projecting a PowerPoint presentation, using overheads or working with flip charts, it is important to stand to the left of your visual aid. Just as in the English language, people read from left to right. By standing on the left side of the screen (from your audience’s view), the audience sees you and then your visual aid. When you stand to the right of the screen, your audience looks at you, then has to move their eyes to the left to read the words from left to right, then sees you again. That is distracting and more work for the eyes.

6 x 6 Rule

The best way to achieve comprehension by everyone is to design every visual aid for the audience in the back row. As you prepare a visual aid, make sure the letters, numbers and graphics are much larger than you think necessary. Poorly designed PowerPoint slides can dilute and distract from your message. A good rule of thumb for PowerPoint slides is six lines down and six words across, also known as the 6x6 rule.

Avoid leaving PowerPoint “on” throughout a presentation. Slides can be a distraction during stories, lecture, or interactive activities. Periodically blanking the screen will focus the audience on you.

Exercise: Effective Visual Aids

Visual aids can complement your presentation when used effectively. What would you change in the following examples to make the visual more effective?

SWOT Analysis for our company

 <p>Strengths</p> <ul style="list-style-type: none"> • Strong brand name • Recognizable products and services • Large target market • Ability to adapt to change 	<p>Weaknesses</p>  <ul style="list-style-type: none"> • Similar competitors • Hiring difficulties • High price <p>Threats</p>  <ul style="list-style-type: none"> • Criticism of customer service • Competition 	<p>Opportunities</p>  <ul style="list-style-type: none"> • Well defined market niche • Going Green! • New look and style • Charity • Potential merger • Strategic alliances
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Organizational Responsibilities

- **VP of Sales**
 - Monitor and analyze distribution channel and sales force performance
 - Adjust to shift in market share positions
 - Accurately and promptly manage sales reps
- **VP of Marketing**
 - Schedule face time with experts and collaborators
 - Integrate with line-of-business (LOB) applications
 - Align activities to strategy
 - Maximize brand and product performance
- **District Managers**
 - Control data from multiple sources
 - Link budgets, forecasts, actual
 - Gain better visibility into sales, customer, and market information
- **Sales Managers**
 - Analyze market structure and segmentation
 - Better define targeted marketing and sales strategies

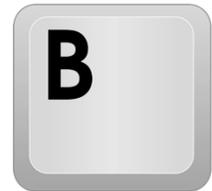
Using PowerPoint

“Don’t let your visual aids become the presentation. You are the presentation.”
- Russ Peterson Jr.

Presentations can be enhanced by using Microsoft PowerPoint® for slides, animations, transitions, sounds and video. PowerPoint was originally developed by Bob Gaskins, a former Berkeley Ph.D. student. It was originally named Presenter, but was changed to PowerPoint when purchased by Microsoft in 1987. In 2010, Microsoft stated 30 million PowerPoint presentations are created each day. Below is an overview of using PowerPoint effectively in a presentation.

Blank Screen

The “B” key on the keyboard blanks or blacks the screen, instead of having to shut off or cover up the projector system. It acts as a toggle, so pressing it again will resume your presentation. The “W” key turns the screen white.



Begin Presenting

Use the combination of Shift and the F5 function key to begin your presentation from the current slide. Press F5 to start from the first slide.

Number of Slides

As a general rule of thumb, you should allow between 2-3 minutes per slide. A 30-minute presentation should have no more than 14 slides, including the agenda and title slide.

Clickers

A clicker can be an inexpensive enhancement for professionalism. Instead of constantly turning to your keyboard to advance the slides, the clicker can perform this task for you. The Logitech Wireless Presenter R400 (model number 910-001354) can be purchased from Amazon.com for \$39.99.

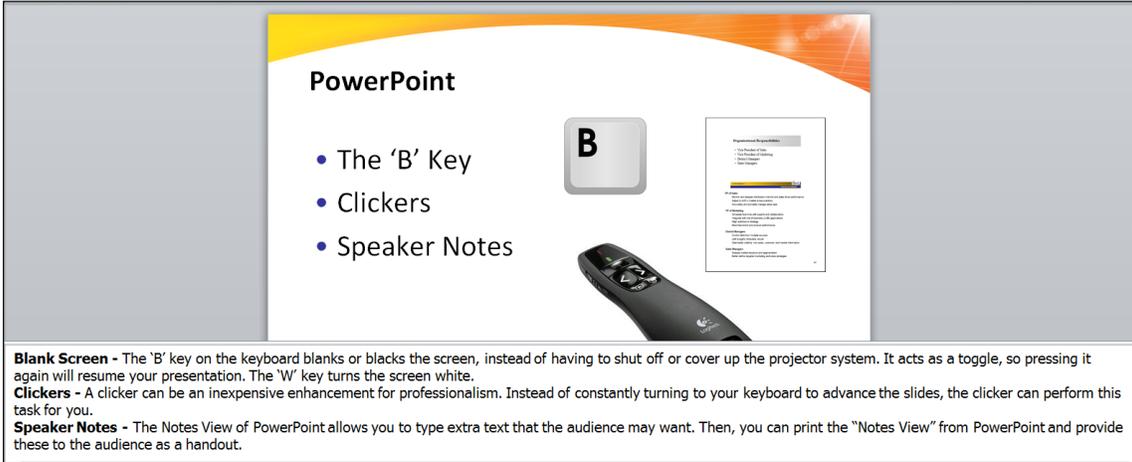


Consistency Use the same background color, text size, text color and fonts throughout all the slides, as this makes it easier for the audience to follow your presentation. It is a good idea to build your presentation using a slide master to help keep your slides consistent.

Hidden Slides PowerPoint has a hidden slide feature if you anticipate a question from an audience member that might need additional information provided. Hidden slides can be used throughout a presentation or placed at the end of a presentation deck and accessed by “H” key on your keyboard.

Backup Plan Make a back-up of your presentation on a flash drive just in case something happens to your laptop. It is also a good idea to have a back-up plan in case you are unable to use your PowerPoint presentation.

Speaker Notes The Notes View of PowerPoint allows you to type extra text that the audience may want. Then, you can print the “Notes View” from PowerPoint and provide these to the audience as a handout.



PowerPoint

- The 'B' Key
- Clickers
- Speaker Notes

Blank Screen - The 'B' key on the keyboard blanks or blacks the screen, instead of having to shut off or cover up the projector system. It acts as a toggle, so pressing it again will resume your presentation. The 'W' key turns the screen white.

Clickers - A clicker can be an inexpensive enhancement for professionalism. Instead of constantly turning to your keyboard to advance the slides, the clicker can perform this task for you.

Speaker Notes - The Notes View of PowerPoint allows you to type extra text that the audience may want. Then, you can print the "Notes View" from PowerPoint and provide these to the audience as a handout.

Presentation #3 Expectations

“The audience truly wants you to win!” - Kevin Karschnik

Throughout this workshop, you have had the opportunity to progressively build your speaking self-confidence. In your final presentation, your objective is to incorporate CABA, body structure, and MAS, using the new delivery techniques you have learned in class and addressing the areas to improve that you learned from previous presentations. The structure of the final presentation is this:

1. Open with CABA
2. Present the body points
3. Ask for and answer a question
4. Close with MAS

Each audience member will evaluate your presentation on a Student Feedback Form. At the end of the course, you can take these comments with you as a reminder of your strengths and areas to change, as observed through the eyes of the audience.

Exercise: Presentation #3 Self-Evaluation

At the conclusion of your presentation, provide feedback by answering these questions.

How did you capitalize on your strengths?

What new feedback did you incorporate?

How did this compare to your first and second presentations?

Unit Summary

“Confidence communicates competence; approachability communicates connection with the audience.” - Kevin Karschnik

All successful presentations start with the preparation and development of your message and end with the delivery of that message. An effective delivery is comprised of multiple items, starting with your preparation, setting up the facility, making a great first impression, using humor, using visuals and ending with the effect you leave on the audience.

In this unit you learned the following:

- Audience members will increase their level of attention and retention by asking questions. The ability to facilitate a question-and-answer segment in your presentation is the opportunity to enhance your audience’s understanding of your topic and make the information relevant to them individually.
- The question and answer portion of your presentation should be conducted prior to the presentation conclusion. This ensures that your presentation ends the way you planned, not on a bizarre question or comment from an audience member.
- Utilizing a three step process for responding to questions can help the presenter maintain control and credibility as a speaker.
 1. Acknowledge the question from the audience member
 2. Repeat the question for the benefit of all audience members
 3. Answer the question by making eye contact with all of the audience
- Stand on the left side of the screen or white board (from your audience’s view), so the audience can see you and then your visual aid, just as they would when they are reading a book.
- A presentation with visual aids makes a speaker look better prepared, more professional, more persuasive, more credible and more interesting.
- The best way to achieve comprehension by everyone is to design every visual aid for the audience in the back row. A good rule of thumb for PowerPoint slides is six lines down and six words across, also known as the 6x6 rule.
- When used appropriately, Microsoft’s PowerPoint is an awesome presentation tool that can bring your presentation to life.

Unit Five: Evaluating Your Presentation

“All the great speakers were bad speakers at first.” - Ralph Waldo Emerson

It is important to take time after your presentation to evaluate what went well and what you could improve upon for your next presentation. By immediately reflecting on your performance, you are able to address any of the areas for the next presentation. Even if you feel your delivery was successful, there are always areas to improve. If your performance was disappointing or didn't live up to your expectations, do not allow yourself to dwell on the negative. Use the experience as a learning tool to advance your communication skills.

Unit Objectives

- Effective Evaluations
- Coaching
- Giving Feedback



Effective Evaluations

“Perfection is a direction, not a destination.” - Russ Peterson Jr.

Evaluations are essential to becoming a great presenter. It is recommended that you video record (or audio record) your presentations in order to review both positive and undesirable attributes. It is important to focus on five areas when evaluating presentations: the introduction, the body, the conclusion, the delivery style and the overall presentation.

Coaching and Feedback

Feedback and constructive criticism are essential for building upon success and addressing areas of improvement. Think of feedback as a compass that is guiding a hiker through the woods. The compass can reassure that you are heading in the right direction and it can also provide corrections when you are straying from the appropriate path.

When possible, have audience members complete this simple exercise as a critique of your presentation. These comments can serve you as a reminder of your strengths and areas of improvement, as observed through the eyes of the audience. The feedback you receive will serve as your guide towards improvement in future presentations.

Remember, it is important to not criticize the person, but the presentation itself. A critique must be positive and constructive to facilitate improvement the next time. At the conclusion of your presentation, you should always ask yourself two questions. You should strive for at least three responses to each question because there is always something you did well, and always things to improve for your next presentation.

What do you feel were your strengths?

Where do you feel you could improve?

Sample Evaluation

The following is the evaluation form we will use to evaluate the presentations in the *Corporate Ovations* workshop. It can also be used to evaluate yourself after every presentation.

Rate the speaker on each point: 5 = Excellent 3 = Average 1 = Poor

INTRODUCTION		DELIVERY	
Captured the audience's attention	1 2 3 4 5	Timed and paced appropriately	1 2 3 4 5
Introduced topic clearly	1 2 3 4 5	Utilized eye contact with the audience	1 2 3 4 5
Related the topic to audience	1 2 3 4 5	Avoided distracting mannerisms	1 2 3 4 5
Established speaker credibility	1 2 3 4 5	Enunciated words clearly	1 2 3 4 5
Outlined the body of presentation	1 2 3 4 5	Used pauses effectively	1 2 3 4 5
BODY		Used vocal inflections for impact	1 2 3 4 5
Main points concise and effective	1 2 3 4 5	Utilized visual aids appropriately	1 2 3 4 5
Main points fully supported with data	1 2 3 4 5	Displayed energy and enthusiasm	1 2 3 4 5
Well organized delivery	1 2 3 4 5	Movement around the stage	1 2 3 4 5
Language clear and meaningful	1 2 3 4 5	OVERALL	
Appropriate use of words	1 2 3 4 5	Were the goals of the presentation met?	1 2 3 4 5
Transitions effective and memorable	1 2 3 4 5	Was the topic challenging?	1 2 3 4 5
CLOSING		Was the goal of the presentation met?	1 2 3 4 5
Summarized key points	1 2 3 4 5	Was the message adapted to the audience?	1 2 3 4 5
Memorable and motivating ending	1 2 3 4 5	Was the presentation within the time limit?	1 2 3 4 5
Provided next steps for audience	1 2 3 4 5	Was the audience captivated and moved?	1 2 3 4 5

What did the speaker do exceptionally well? _____

What should the speaker pay special attention to next time? _____

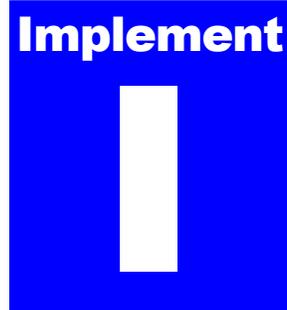
Unit Summary

“Everything is difficult, until it isn’t.” - Kevin Karschnik

Success in future presentations depends on the lessons learned and improved upon from each performance. This iSpeak course has provided you with the *information* and the *inspiration* to improve yourself towards personal success. The final two steps are up to you. You must *implement* what you have learned and that will lead to *improvement*.

In this unit we learned the following:

- Evaluations and constructive criticisms are essential to becoming a great speaker or presenter.
- Coaching and feedback are critical to the success of your future presentations.
- One of the best ways to improve your presentation skills is to video or audio tape your presentation.
- Becoming a great listener is part of becoming a great speaker; you will learn from listening and evaluating other speakers.
- A detailed evaluation form is a great tool for documenting your performance immediately following a presentation.



SALES PRESENTATIONS

Implement to Improve

“Knowing is not enough; we must apply. Willing is not enough; we must do.”
- Johann Goethe

In business, to be a successful, you must have a plan. This iSpeak course has provided you with the *information* and the *inspiration* to improve yourself towards personal success. The final step is up to you - you must *implement* what you have learned and that will lead to *improvement*.

While the implementation phase can be the most trying, it is also the most significant. Without implementing the new knowledge and skills that you have gained, improvement will be impossible. To assist you in the transition from classroom to real world experience, iSpeak offers this section to record how you will implement what you have learned in this course.



iSpeak After the Class

“We shall neither fail nor falter; we shall not weaken or tire... give us the tools and we will finish the job.” - Winston Churchill



iSpeak University

At iSpeak we are always adding videos, downloads, and tools for you! iSpeak developers continually enhance our curriculum with modern tools and job aids. As the tools and videos are created, they are added to the iSpeak University site. If you want a refresher on any of the iSpeak content, you will find it available at iSpeak University!

<http://www.ispeak.com/ispeak-university>



iSpeak on Facebook

When you “like” us on Facebook, we will keep you posted on free training tools and instructional videos with posts to our wall.

<http://www.facebook.com/iSpeakinc>



iSpeak on Twitter

Twitter is our tool for communicating relevant and timely information to you for aiding in your own professional development. Read motivational quotes, links to leadership blog posts, links to instructional videos, and announcements of upcoming events.

<http://twitter.com/iSpeakinc>



iSpeak Instructor Blog

Our content experts not only deliver in the classroom, they also document their research and insights on our iSpeak Blog. Be a part of the conversation and post your comments and replies to our instructors!

<http://www.ispeak.com/news.asp>



iSpeak YouTube Channel

Informative videos (and some just for fun!) of our instructors are placed on our YouTube channel. You can view a sample of some of our instructors to get a feel for the energy they bring to the classroom. Each of our instructors has a unique style they love to share with the students.

<http://www.youtube.com/ispeakdotcom>

Kaizen

“There is no best, there is always a better.” - Kevin Karschnik

Kaizen is a Japanese term that refers to a philosophy of continuous improvement. “Kai” means change and “Zen” means good. The term kaizen translated at its fullest means “the willingness to constantly pursue improvement one small step at a time.”

Throughout this iSpeak program you documented “Satori Moments” - information you indicated was important. The next step is to take this information, combine it with inspiration, and implement these techniques in the workplace and in your home life. This can be done in the form of a commitment you make to yourself – a promise to take action on what you have learned. Focus on only one or two commitments at a time. Trying to implement too many changes at once can be overwhelming, decreasing your efficiency and creating anxiety.



Exercise: Workshop Commitments

What positive changes do you want to implement from this workshop?

1. _____

2. _____

Signature

Date

21-day Habit

“If you create an act, you create a habit. If you create a habit, you create a character. If you create a character, you create destiny.” - Andre Maurois

The sky is the limit when it comes to your presentation skills when you apply the psycho-cybernetics 21-day technique for personal growth and success. This concept was developed by Dr. Maxwell Maltz, author of *The Power of Psycho-cybernetics*. As a plastic surgeon, Dr. Maltz noticed that it took 21 days for amputees to cease feeling phantom sensations in the amputated limb. From that somewhat obscure beginning, the 21-day phenomenon has evolved into a staple of self-change literature. This means that you must persist in performing a new behavior for at least 21 days before a new behavior becomes automatic.

Take the **21 Day Challenge** and experience the powerful difference it can make in your personal and professional life.

Forming new habits is hard work. To change any habit takes practice—framing, forming, and molding our minds to do certain physical behaviors that are repeated over and over again. The following are three steps in defining and mastering a new habit.

Decide exactly what you want to do.

The first step is to decide what you want to do and why. Then you must write it down and review it daily. Use SMART objectives when finalizing your goal to ensure that it is Specific, Measurable, Attainable, Realistic and Timely.

Practice what you want to do.

The implementation phase can sometimes be the hardest. Remember, it takes 21 days to form a new habit, so dedication plays an important role in your success. You need to schedule out 21 days on your calendar and consistently practice your new habit daily. There are no excuses for not practicing your new habit. If you miss even one day on your schedule, start over and schedule another 21 days. Don't give up!

Mastery of what you want to do.

Your new habit can become natural or automatic in only 21 days. However, once accomplished, you must be sure not to let your bad habit creep back in. You can do this with continued practice. Only with continued practice can you reach a level of true improvement. Also, don't forget to schedule new goals every 21 days. This technique is powerful and can be used in all aspects of your personal and professional life.

Recommended Reading List

“What we become depends on what we read after all of the professors have finished with us. The greatest university of all is a collection of books.” - Thomas Carlyle

Presentation Skills

You’ve got to be Believed to be Heard, Bert Decker, St. Martin’s Press, 1992

Presentation Zen: Simple Ideas on Presentation Design and Delivery, Garr Reynolds, New-Riders, 2008

Secrets of Successful Speakers: How you can Motivate, Captivate & Persuade, Lilly Walters, McGraw-Hill, 1993

Corporate Ovations: Your Roadmap To More Effective Presentations, Russ Peterson Jr. and Kevin Karschnik, Discovery Tree Press, 2013

Speaking Secrets of the Masters, Speakers Roundtable, Executive Books/Life Management, 1995

The Articulate Executive, Granville Toogood, McGraw-Hill, 1996

Success Secrets of the Motivational Superstars, Michael Jeffreys, Prima, 1996

Communication

Everyone Communicates, Few Connect, John C. Maxwell, Thomas Nelson, 2010

Crucial Conversations: Tools for Talking When Stakes Are High, Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler, McGraw-Hill, 2002

Conversational Magic, Les Donaldson, Prentice Hall, 1981

Made to Stick: Why Some Ideas Survive and Others Die, Chip Heath and Dan Heath, Random House, 2007

Messages: The Communication Skills Book, Matthew McKay & Martha Davis & Patrick Fanning, New Harbinger Publications, 1995

Sales

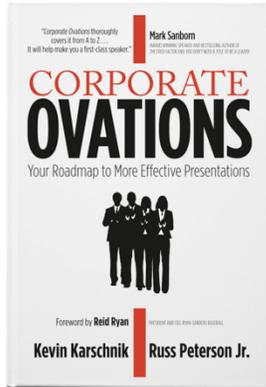
Cut the C.R.A.P. and Make the Sale, Russ Peterson, DC Press, 2003

SPIN Selling, Neil Rackham, McGraw-Hill, 1998

To Sell Is Human: The Surprising Truth About Moving Others, Daniel Pink, Riverhead Hardcover, 2012

Corporate Ovations

"I only wish I had met them earlier in my career." - Hernan Lopez, President, FOX International



Who made the rule that all business presentations given in a corporate environment must be long, detailed and just plain boring? *Corporate Ovations* is the book to change all that. Without connecting to the audience, your presentations will never be their best.

In this book the authors teach you how to construct powerful and engaging presentations. Whether you are asked to speak for nine minutes on a project update or asked to deliver a keynote speech at the next industry trade show, you can prepare with this winning methodology. Don't let your presentations end with a feeling of relief from your audience... learn how to end your presentations with a Corporate Ovation! Order your copy of *Corporate Ovations* today at www.iSpeak.com/store.

About the Authors

Russ Peterson Jr. and Kevin Karschnik have been professionally speaking since 1991. Kevin and Russ have founded two successful companies and also experienced success working in the corporate world.

Their workshops have been attended by thousands of students from around the world, ranging from Account Executives to Corporate Executives. Now, in a culmination of their career experience and their success in the classroom, the boardroom, and on the stage, these two experts share their secrets to take your presentations from receiving obligatory applause to receiving *Corporate Ovations*.



"This program was great – the best I've had - a day well spent! Kevin was excellent – would love for him to be my speaking coach. Very thorough content. Should be mandatory for all sales people." – **Trina Mauli, Champion Technologies**

"Russ is a fantastic presenter, everything from presentation skills, voice inflection, stories, supporting points, and anecdotes. Overall, he knows his stuff!!"

– **Scott Knoespel, Bimbo Bakeries USA**

iSpeak Workshops

“Many people give presentations, but rarely do people have this kind of thorough training for doing so. Corporate Ovations is a great way to get intensive training in public speaking and improve your skills to succeed.” – Jan Gunter, The Ronald McDonald House

Presentation skills for today’s business professionals need to be customized to the individuals and their role. Our workshops are designed and delivered for maximum impact and behavioral change. iSpeak provides presentation skills training and tools for Sales professionals, Leaders and Individual Contributors. Whether you are an executive casting a vision for your company or a sales professional communicating to potential customers, we can help you prepare, develop and deliver that message.

Business Professionals

As a business professional you are asked to create and deliver messages to your peers and senior managers. These messages may be informative, such as a financial review, or they could be persuasive as in a request for a budget approval. The response from your audience will be dependent on both you and your message. In this program you will learn how to succeed at both. This class covers writing and delivering a presentation from beginning to end, with a focus on how to write engaging openings and powerful closings. Students leave class with an SD card containing their classroom presentations.

Sales Professionals

As a sales professional you will be presenting your ideas to customers in a persuasive manner. In this program you will learn how to uncover the data you need to effectively design and deliver a persuasive message that inspires action from your prospect. This class provides an opportunity for you to practice communication and questioning techniques by understanding a customer’s decision criteria, develop a presentation to meet their needs, and practice methods of persuasion. Students leave class with an SD card containing their sales presentations in various customer settings.

Leaders

If you are a manager or leader in your organization, this program is specifically designed for you. In this program you will not only learn professional methods to deliver your message, you will practice your delivery with eight video-recorded presentations. After each speaking opportunity you will receive one-on-one coaching to enhance your skills. Whether you are speaking at a team meeting or to the entire corporation, this workshop is designed to develop your effectiveness as a leader.



www.iSpeak.com