

## 8 Ways to Perk Up Your Presentations

Most sales managers are strong conversationalists when sitting down and talking with customers. When asked to deliver a presentation standing up, the dynamics change dramatically if you're not prepared. The goal is to make every stand up presentation a conversation with your audience. Here's how.

The two most memorable parts of a stand-up presentation are the beginning and the end. Here are four ways to start adeptly:

Start with an exciting quotation that you can link to your presentation.

Begin your presentation with a compelling statement.

Start your presentation with a rhetorical question that creates a transition into your presentation.

Start your presentation with a short story.

Here's how to perk up your presentations.

1. Rehearse the first 25 words and the last 25 words of every presentation.
2. Tell your audience, early in your presentation, specifically what their take-aways will be.
3. Never read your presentation. Never. Never.
4. Show that you're alive by being animated.
5. Unnatural hand movements make you look awkward and goofy.
6. Keep slides to a minimum. They should emphasize and reinforce your key

## SPRING IS SPRINGING

It looks like Spring is here to stay. There is still an occasional nip in the air, but that makes it all the more refreshing. To celebrate the newness of Spring, we have replaced and re-networked our computer system binging us up to speed. Our equipment is on the cutting edge and so are we.

Our President, Elliott Black, attained his certification as a Certified Management Consultant from the Institute of Management Consultants. The CMC certification mark represents evidence of the highest standards of consulting and of adherence to the ethical canons of the profession. Less than 1% of all consultants have achieved this level of performance. Elliott will be participating in the IMC's National Conference being held in May in the Chicagoland area. Congratulations Elliott!

points — not tell your entire story. Use large type so everyone can see.

7. Don't worry about making mistakes. Actually, mistakes make you human. Have fun.

8. After every presentation ask yourself, "How can I do it better next time?" Then do it better.

Take it from someone who gives a lot of presentations, and had to overcome a fear of public speaking, these eight suggestions really work. Adopt these as your own and I'll bet your next stand up presentation is a stand out.

**Remember – practice your spontaneity until you sound spontaneous.**

*Maybe if we did a better job of listening, history wouldn't have to repeat itself.*

## DID YOU KNOW

### Depression-era Granny Has thrifty tips for 2003

#### *Reconditioning fruits and vegetables:*

Remove eyes and sprouting roots from potatoes/onions.

Never use moldy produce.

Cut out brown spots, the rest is fine.

Use produce of a certain age in soups, stews, curries or any dish that requires simmering for more than 15 minutes.

Never use tomatoes that have an unpleasant aroma.

Put leafy vegetables such as lettuce, celery, parsley and other herbs, in a bowl of ice to invigorate them before cooking.

#### *Dairy:*

Never drink milk if it is past the date or smells sour. You can, however, carefully cook with it.

Cut out mold on cheese. The rest tastes fine.

#### *Bread:*

Bread can be stored tightly wrapped in the refrigerator for up to 5 days or in the freezer for 6 months.

To resurrect hard rolls, bagels, etc., put in brown paper bag. Wet outside of bag and put in low oven until breads are soft.



## Sales Stimulators

Consumers always want more. It doesn't matter what is being offered. If it's there, they have at least a twinge of desire for it, but how do you take that desire and convert it into a sale?

To push a sale across the finish line, you need buying stimulators.

Try using the following in your marketing:

**1. Appeal to Emotions** – People buy a product or use a service because they expect to feel a certain way afterward. We buy vitamin supplements because they will make us feel healthy. We buy designer clothes because they make us feel stylish and affluent.

So think about the benefits of your product and convert those benefits into feelings. If you sell sports equipment, focus on how your quality goods will improve technique and make your customers winners. Use vivid, picturesque words to dramatize the feelings your customers will experience after they buy your product or service.

**2. Fear of Loss** – The fear of loss drives a sale almost as much as the customer's desire for the product or service.

**3. So Many Choices, So Much Indecision** – The most successful ads focus on one product or service. Don't make the mistake of trying to list all your products and services in one ad. If customers have to deal with more than one product, you will have mass indecision on your hands. Make the choice as easy as possible.

**4. Increase Buying Options** – A wide variety of buying methods exist for one reason: not everyone likes to buy the same way. Some people like to order over the phone, some online, some through mail, some through fax. Also, not everyone likes to use credit cards; some people like to use checks or money orders. The point is, when you increase your buying options, you appeal to more people. Give your customers what they want, and they will give you what you want — the sale!

**5. Buying Made Easy** – There is an important lesson to be learned from the weight loss industry: the easier something is, the more people want to do it. Your customers don't want to deal with a difficult ordering or purchasing process, so make the procedure as simple, quick, and pleasant as possible.

### A New Application of an Old Rule

The 80/20 rule was invented by Vilfredo Pareto 1848-1923. He was an Italian economist and sociologist.

80% of sales come from 20% of your customers  
80% of all prospect potential comes from 20% of your prospects  
80% of new product sales come from 20% of your sales force.  
80% of your profit dollars come from 20% of your customers  
80% of your time should be in the field. Limit your office time to 20%  
80% of your time should be spent on 20% of your "To Do" list.

Pareto was onto something. It really works. Try it out.

.....

## Sell With Photos

It is difficult for customers to buy if they don't know what they are buying or who they are buying from. You can help them feel more at ease by putting photos on your website.

Pictures are a simple way to help you sell your product. Cars, houses, furniture, etc. all sell more quickly if the customer is able to actually SEE what they might purchase.

Putting a picture of yourself or your family on your website is another way to possibly increase sales. Customers feel more comfortable knowing who they will be buying from, and a picture of a family gives them the sense that you are trustworthy.

This is really an inexpensive way to advertise. The prices of digital cameras, software, and scanners have come WAY down. It's a small investment for the results it can bring you!

## Send a Teaser Postcard

Here is a clever strategy that gets results. Before you send your sales letter or demo package, send a teaser post card.

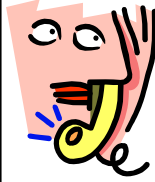
I got one a while back. The postcard had a picture of ants and the words "There are ants under your house." That was it. No explanation and only the barest of a return address.

I turned the card over once, twice, three times. Who sent this?

Two days later I got an envelope with the same picture of ants printed on it. A-ha! I opened the envelope and carefully read the letter to find out I had been post card teased by a local pest extermination company.

Think how you can use this highly effective (and not very expensive) post card tease to promote your business.

## Voice Mails That Get Results



By  
Judith Filek – President  
Impact Communications, Inc.  
jfilek@att.net

In today's business world, it is almost a rarity when people answer their phone. Mostly, we reach people's voice mails. This is extremely frustrating for those of us who need information or want answers. What compounds the issue is that when we leave a voice mail, people seem to ignore it.

The original design for voice mail was to deliver brief, concise messages. Thus, voice mail should not be another vehicle for having a conversation. The longer the voice mail, the less likely it is to get results. Two-minute voice mails are doomed to failure.

A recent gallop poll showed that the typical manager sends and receives 178 messages a day. People are also listening to voice mails on the fly – at airports, over lunch, in their car, on the way to a meeting or on breaks with a client. The more you remember to keep your message short, (preferably under 45 seconds), the more likely you are to get results. If your voice mail is longer than what can be written on a post-it note, it is probably too long. Any information that needs to be retained by the recipient should be sent in an e-mail, memo or letter. Before you pick up the phone, ask yourself, is this the best vehicle for conveying the message?

When you do place a call, be prepared to get voice mail. Have your act together. Make sure your message answers the question people typically have:

- Who is this person? What company does this person represent?
- What's the purpose of this call?
- What does the caller need from me?
- Should I do it or ignore it? What's in it for me?

To make it easy for your listener, state your name, your company name and

your telephone number at the **beginning and at the end** of the call. The last thing people want to do is replay an entire message to get the necessary information.

Then state the purpose for the call. For example, "*The purpose of this call is to advise you that I am not able to ship your order with this credit card number.*" or "*The purpose of the call is to invite you to our September user's conference for preferred customers.*" It can even be a simple statement like, "*Jack, I need to reschedule our meeting.*"

After stating your purpose, tell your listener what you want him or her to do. If you want the person to call you back, tell him, but tell him when you are available. This will avoid phone tag. Be very direct about what you need from your listener.

Obviously, if people are going to take the initiative to call you or send you data or do whatever you have requested, they need to see the benefit. Attach a benefit statement.

Whenever you leave a voice mail message, people make inferences about you and the company you represent. Speak slowly. Use a two second pause between each statement. It will help your listener to digest your message. Also, if you are upset, in a hurry, or in a questionable environment, do not pick up the phone. Wait. The last thing you want is for the tone of your voice to be inappropriate.

With practice, you can become a pro at leaving voice mail messages that get results. Start by sending yourself voice mails. The time and effort you take to perfect this skill will pay off in the long run.



Elliott M. Black & Associates, Inc.

Effective Marketing and  
Business Assistance

Your off-site Marketing Department

2511 Windsor Lane  
Northbrook, IL 60062  
Tel. No. 847-272-2884  
Fax No. 847-272-3551

E-mail: [eblack@embainc.com](mailto:eblack@embainc.com)  
[www.embainc.com](http://www.embainc.com)

Email: [info@embainc.com](mailto:info@embainc.com)

## ***From the Editor's Desk***

### ***Spring is in the air!***

Before you get out the golf clubs, let's do some spring cleaning. Organize your desk, your files and your supply closet. Clear the decks for NEW business.

For a fresh start, call us for a **free** consultation. We'll help you get, and keep, new business. It could be the most important call you ever make!

*MAXINE*, Newsletter Editor

*We must dare to dream great dreams—and  
Then we must dare to put them into action.  
Peter MacDonald*