



**THE
ADVANCED
SELLING
PODCAST**

Presentation Tips





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Presentation Tips

Lead the group through an experience. Stop looking at presentations as a one-way monologue. The goal is to connect with other human beings.

1. **Mindset** – Have an individual conversation with each person in the room. Look at the people (in their eyes) as you talk to them. Start by asking the question, “Why’d you pick this breakout session?” (if it’s appropriate). Or, “What do you want to accomplish today?” Or, “What’s on your mind right now surrounding this subject?”

2. **Facilitate** the sharing of knowledge. Don’t feel like you have to be the expert. People are tired of experts. Experts are tedious. Your audience will grow weary. Be the center point of the discussion as a facilitator. Take what one person says and see if anyone can react to that.

3. **Never start with “I’m going to give you a two-day presentation in forty minutes.”** Give a twenty-minute presentation in forty minutes. Go deep on one thing, not broad on many. This can be offensive. It sounds like a move. If I’m at a program where someone says that, I’ll raise my hand and say, “Then why did you choose this topic?”

3. **Call on the Reluctant.** In a group, you will always have someone in the room that looks like they are resistant, /reluctant/not on board in some way. You have to call them on it — not in an antagonistic way — but ask, “What’s on your mind around that?” You don’t want to have that person leave without having expressed why they’re reluctant. This is hard to do. They will notice that you noticed.

4. **Build Context Before You Begin.** This means tell a story. Have a way to “get into the conversation” prior to launching. Cite examples. Cite statistics. It doesn’t hurt to have an ‘antagonist.’ The government is always a good common enemy.



5. **Ask What's One Your Mind?** This is a good way to invite feedback occasionally throughout the talk. If you're boring people, you'll know when you ask that. They'll be silent. But don't resort back to talking again. If they're quiet, find out why. Maybe the room's too hot and they're going to sleep. Maybe the pasta they ate at lunch is sitting heavy in their stomach.

6. **Give them something to do during the presentation.** Don't hand out the PowerPoints and then expect them to take notes. Give them a blank piece of paper with an exercise to do. Have a participative exercise of some kind. Maybe it's brainstorm. Or maybe you have them write down their biggest hurdle. Or their biggest dream. People love to doodle. And they will so you might as well have it be something you're talking about.

7. **Audio Tape.** Then you can critique yourself. Buy a cheap tape player and put it in your pocket. Won't be the best quality but you're not going to resell the content—at least not at first. If you want to do high quality, get an Edirol R-09 from Roland. They're sweet. Then you can package your presentation and send it to people who weren't there.

8. **"Be Useful But Incomplete."** I love this saying. If you're presenting something where you want to talk further with them, make sure there is some incomplete info. How does this square with #3? Easy. Don't talk about how much you have to squeeze in. Or, tell us you have boiled this down to a few points from a major talk.

9. **Tell stories where you AREN'T the hero.** Should be self explanatory. You bore me when you are always the hero. So don't be.

10. **Have a Next Action.** If you want them to take some action, then tell them that upfront. "At the end of today, here's what I'd like to accomplish." Don't leave people hanging.

Go to www.ezinearticles.com and search on "Presentation Tips by Caskey" and you'll get even more.



Our Services

Caskey is a sales development firm in Indianapolis. You might know us as podcasters and bloggers but there's a whole lot more behind the scenes to know. We help organizations specifically in many ways:

- Training Teams, Developing Company Leaders, Creating Messages of Value, Designing Successful Sales Processes, Engaging in High Level Skills Training (Sales, Communication, Process Management).

We do this in the following ways

Speeches and EVENTS. This includes 1q hour speaking gigs to 2 or 3 days Training Events with your team.

Teleseminars. Many of our clients supplement their face to face training with remote work, like teleseminars or webinars.

Personal Coaching. We have an arm of the business totally dedicated to working with people one on one (in person or on phone). This is typically for the high achievers who needs work at a different level than the entry level person.

Ongoing Group Sessions. We believe that adults don't learn well in one time events. Instead, they work best when they have a chance to try new things, new thoughts, new tactics and report back to the group and trainer about their success. Our most effective programs are long term and on going in nature.



Notes