

How a technique used by comedians can make your presentation more powerful

Have you ever noticed how a comedian always uses a set up before delivering the punch line? Without a good set up there are no laughs. A presentation works the same way. The better the set up the more likely a sale will be made.

Use the first few words of your presentation to prepare the prospect for what they are about to see.

Lets look at your presentation as you unfold it step by step, from another angle, that part which should come first. A presentation is like any good show. The opening of the first act must be unusually good or your audience will walk out before you get underway. And the first few lines of any play are used by the writer to prepare the way for the action which follows. Therefore the first few words should fit the prospect with a pair of "spectacles" so that he will see what you later display. You might say, for example, "now I am going to show you the new marketing program which will begin next month". Before I take it out of my brief case I want you to bear in mind that a good marketing plan is one which moves, which has brilliant color, which carries a headline to stop the customer." Then when you bring out your new program, you force him to see it through "spectacles" of your own making, enhancing its value to him.

Never dump a sample, or a prospectus, into his or her lap without first preparing his mind to see

what it is. Even a monthly flier should not be shown without first holding it back for a moment until you explain what you are going to show. This move brings into play one of the strongest of his mental attributes ...Curiosity.

Your presentation should be looked upon as a good teaching job. Keep technical terms and discussions out. Don't describe how it is made, what it is made of, what its construction advantages are over a competitor's... unless you do so in terms of what these advantages will mean to the buyer when he uses it.

You cannot transport the prospect to this better tomorrow until he or she understands what you are selling. Hence the next step in your presentation is a straight forward teaching job, simply one of downright instruction which must be finished before you can talk about the value of your merchandise.

In going through a prospect's ear to the seat of his imagination in order to help him "take off" to an ideal "tomorrow", you should use all of the known principles of effective speech. Keep the voice low, modulated, which conveys the impression of reserve power and gives casual emphasis to important points when you raise your voice.

No one is interested in the exact mixture of a product, or the percentage of this or that ingredient, unless they view it from the standpoint of how it will be a benefit, making more money and bringing in more customers.