

best Sellers

FOR CERTIFIED SALES PROFESSIONALS WHO SET STANDARDS

The CPSA (Canadian Professional Sales Association) is one of the leaders in sales training. Consider honing your skills or developing new ones by attending any one of the many programs coming in the year.

This month's feature is Presentation Skills,

Contributed by Richard Peterson, CSP (Certified Sales professional) – North America's Presentation Coach™

To my CSP colleagues, we often underestimate the impact our opinions and expertise has on others. I was reminded of this recently when asked by a sales professional in the presentation equipment industry for ways to add impact to his own sales presentations. The conversation also reminded me of the pledges and commitment I made when I earned the CSP designation, specifically pledge number eight in the Code of Ethics, "Assist and counsel my fellow sales professionals where possible in the performance of their duties".

This sales professional was so moved by my words that he chose to capture my conversation and submit his experience to a well read business publication. Something he had never considered or done before. I offer his written experience to CSP's for two reasons:

1. To help others is to help ourselves
2. Our integrity is constantly judged and measured.

This weighty responsibility I openly welcome and cherish as I perform my duties each and every day knowing we can all help make a difference. Thank you to my new friend and colleague Nathan for his thoughts and inspiration.

How to Create . . . more Impact in your Presentations!

During a series of driving trips recently from I had time to reflect on the impact of my own sales presentations that I routinely make to a variety of prospects. As the distances fell behind me, I began to look for the commonalities of my own presentations and the professionals I

have business dealings with. All the while I kept remembering words passed onto me from a colleague, "a presentation is just another presentation like the one before." As it turns out, my thoughts and actions transformed after a chance meeting with North America's Presentation

Coach, Richard Peterson CSP, and he shared with me some elements he considers essential to preparing a more powerful presentation. In the brief conversation that ensued he shared three key areas he concentrates on when preparing his own presentations.

Preparedness:

Many professionals have the ability of making a presentation. Fewer professionals have the ability of making high impact presentations. If a presentation is receiving finishing touches only moments before you make it, your chances of success can be greatly reduced. Your audience will know very quickly your level of readiness or lack thereof. Rehearsal both aloud and before peers is a way to learn about shortcomings or whether your audience will receive

the message as you intended it. The use of audio or video feedback as a rehearsal technique is essential to ensuring your presentation stands out from the crowd. This is the time to pay attention to even the smallest detail of your supporting stories and how much they match your message. This is also the time to edit your stories and content for brevity and more impact. Know your base material cold and become comfortable with the need to craft

your material as the audience reacts to it. When there is anticipated positive reaction to a part in your presentation prepare yourself to expand on it for greater effect and the opportunity to demonstrate your natural expertise in the subject. This is the time to make last minute improvements, not while in front of your audience. Remember these three "P's" - Prepare, Polish and Present!

Simplicity:

Gone is the finely honed edge of professionalism demonstrated in the pre-presentation banter as the audience fades away into the everlasting torrent of bulleted text as it spins and swirls from all the sides of the screen and further supplemented by sound effects that only seem

appropriate emanating from a children's ride at the local county fair. When using visual aids it's more effective to introduce less text that way your audience can concentrate on your words, gestures and body language for more impact. Check consistency in fonts, formatting and

slide transitions. This is also the time to complete a streamlining edit. The streamlining edit can be difficult for some as the suggestion here is to reduce your slides by fifty percent from where you began before actually making the presentation. Be sure to rehearse with your visuals, as you

would actually use them so that you become familiar with them and see that your message and visual aids are congruent. A highly effective visual presentation technique is to

introduce or transition to a visual before it actually appears on the screen. Carefully chosen and well-designed visuals will show your audience advance planning, creativity

and a thorough thought process that weaves its way throughout your presentation.

An Influential Finish:

The final words you say may be the most remembered. Just as the preparation and practice that went into the other parts of the presentation, the finish will hold more influence with the audience if it is met with conclusion moving to action. This can be the time when some presenters choose to break their contract with the audience by going over their allotted time. Worse yet,

not being able to complete the presentation within their allotted time. Remember this is one of your last chances for your audience to be suitably influenced and charged with emotion to move and take action in the manner in which you intended. This is the time to connect the presentation opening and concurrent sections to suitably drive the point home. Some professionals leave the

finish to chance by leaving the move forward decisions to the audience with predictably inconsistent results. It is also important to maintain the tone of the presentation through to the end, it is considered risky to introduce contrast or new information at this powerful moment in the presentation.

Many professionals may underestimate the stakes involved when hastily creating a presentation, because in the end professionals should ask themselves do they enjoy creating and making presentations or creating and preparing for more success.

Any readers interested in receiving additional Presentation Tips directly from North America's Presentation Coach™, Richard Peterson CSP, he can be reached by e-mail at richard@passociates.com

Great Presentations!

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"Specializing in coaching professionals to become more powerful presenters"

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