

INFLUENCE WITH POWER AND IMPACT – SELLING SAFETY

It was great meeting you at The Health and Safety meeting on Monday and hope you enjoyed the discussion and found it beneficial.

The success of such a presentation is determined by the participation of those attending and I would like to thank you for actively doing so.

Programme notes are given below on the topics covered. Should you require any further clarification please let me know?

If you have not already done so please download my eBook, The 7 Keys to a P.E.R.F.E.C.T presentation. I hope you find it beneficial. www.audienicedynamics.co.uk

We also spoke about a process to maximise your second level contacts on LinkedIn and this free eBook **LinkedIn Domination** can be downloaded from www.9mmpr.com

In addition if you think it worthwhile perhaps we can have a chat on the phone to explore what connections we can make and how we might help each other further.

Please invite me to connect with you on LinkedIn so that you can see if there are any connections of value to you.

Should you be happy to do so would you post a testimonial for me?

Best wishes,



Dexter

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ARE YOU 'SELLING' TO AN INVISIBLE AUDIENCE?

If your answer was no, let me ask you a couple of qualifying questions.

Do you have a website?

Do you communicate by email?

IF YOUR ANSWER IS NOW YES –

THE REALITY IS THAT YOU ARE INDEED 'SELLING' TO AN INVISIBLE AUDIENCE.

For this to be effective there are some key touch points that it essential to know to make the difference between success and failure in your business activities.

Today it is not enough to be technically brilliant at what you do you.

The key to our personal, financial and company's success is in our ability to positively influence and persuade others so that they are happy to take the action we desire them to take.

We need to be Master Influencers.

Our communication with clients, colleagues, stakeholders, business pitches and sales conversations have to be dynamic, enrolling and convey passion for what we are 'selling'.

We can no longer rely on purely electronic means to get our message across.

We have been exhausted by emails, power pointed to death, flip charted to frenzy and clip 'arted' into a coma.

There is an answer that open minded, motivated and inspired business leaders and sales people have embraced leading to amazing presentations that live on in the memories of the colleagues, clients and customers. That result in higher productivity, have a positive bottom line effect and increased sales with little extra cost or effort.

To ensure that our proposition is accepted, our pitch remembered the 4 'E's' have to be used.

THE 4 STRATEGIC PILLARS OF ANY PRESENTATION



Engage – What did I do? - Intro 30 seconds – 4-7 minutes press the attention reset button – Questions of you - Flip chart – not Power point.

Enlighten - 3 reasons people read a blog, download a whitepaper or go to a seminar
Content of valuable-
Confirmation of doing it right –
F.O.M.O

Entertain –Video – Music – Props - Stories

Excite – If you're not passionate about what you do, how can you make others passionate about what you do?

I have worked with a major High Street retailer on an International Franchisees Sales Conference where a 10% deficit in sales was turned into a 12% increase.

Also I acted as a consultant to a UK based Property Development and Investment Company on a team building event where a new and dynamic structure and vision was being introduced. The feedback was that it was an inspiring and inclusive experience.

A presentation developed for a renowned retail expert resulted in approaches from 9 major Department Stores.

By enabling and facilitating creative 'out of the box' thinking, developing individual speaker styles and ensuring that personal stories were relevant, enthralling and offered compelling messages for the group as a whole **MAGIC** was created.

MAKING THE EMOTIONAL CONNECTION

1. People buy for two reasons – to move from a position of PAIN to a position of PLEASURE.
2. People buy EMOTIONALLY they decide LOGICALLY.

Do you know what your clients, customers and prospects real pains and emotional needs are?

Have you ever tuned into the Radio Station W.I.F.M? What's In it For Me? (Your audience)

If you can't answer those questions with absolute conviction you need to get your clients and customers to answer it for you.

Don't commit yourself verbally, in writing and certainly on video until you can.

We hate being sold to. We love being engaged and motivated.

When QVC The Shopping Channel first appeared on our screens in the UK the company thought that their customer motivation was the belief that the brand values were

Quality- Value- Convenience

Through extensive customer and focus group research they discovered very different brand values.

Trust - Information - Easy

They trusted the presenters to tell the truth about the products they were selling, they sought the information to make help them make their buying decisions and knew that it was easy to buy and easy to send back with a 30 day no quibble money back guarantee should the product not meet their expectations. In short a circle of trust.

There is now a new realisation, their customer needs to be

Enthused, Engaged and Entertained.



DOES THAT RESONATE WITH YOUR OFFERING?

When you present your product, service or proposition are your customers enthused to 'buy' based on your clear and deep understanding of their needs?

Do you engage them in a dialogue that speaks in their language, experience and perceptions?

Do you excite and entertain them so that they feel part of the process or just offer an online brochure and outmoded concept of what you think they want?

For nearly 40 years now I have presented and sold a myriad of products on the world's premier Shopping Channel, QVC. This amounts too many £million worth of sales.

For a large proportion of that time I have also coached 100's of people to do the same. Individuals as varied as brand managers, designers, and inventors. I also worked with celebrities such as Lulu, Nigella Lawson, Tess Sanderson and various East Enders cast members.

They may know how to present in their own field of activity but very quickly realised that 'selling to an invisible audience' is entirely different.

This reality also translates to the corporate arena and has informed my approach to coaching here working with Sales Teams, Executives, Sales and Marketing Directors in sectors as varied as Retail, Property, Finance and Accounting.

THE KEY MESSAGE

DON'T JUST SELL - INFLUENCE WITH STYLE, PASSION AND A DEEP UNDERSTANDING OF WHAT YOUR 'AUDIENCE' WANTS

A GOOD PRESENTATION ENTERTAINS US – A GREAT PRESENTATION MOVES US TO ACTION

We have spoken so far about the key elements of a presentation. Below is the framework that I use in preparing my 'pitches' and have coached others in creating theirs.

THE 4 CORNERSTONES OF AN EFFECTIVE PRESENTATION



PERSONAL CREDIBILITY

What right do I have to talk about the product or service?

Your position and time with the company: you helped design it, or have used the product or service.



COMPANY CREDIBILITY -

The history of the organisation, quality control of the item, methods of production, evolution of design for the product level of service



THE FACTS ABOUT THE PRODUCT/SERVICE -

The detail of what the product/service/offering is and what it does - 3/4 Key features



WHAT THAT MEANS TO ME/THEM -

The stories behind the designs, the experiences of the customers or individuals both emotional and aspirational, the benefits rather than features of wearing, using, having the product

INTEGRITY – BEING A TRUSTED GUIDE – HONEST



THE 'MOSCOW' METHOD - PREPARING FOR THE PITCH/PRESENTATION

Mind set – Reduce presentation anxiety. It's not about your 'performance' it's what you can tell them that is relevant to them and their situation?

Objective – What do you/they need to gain from the interaction? What key problem will you help them overcome and in so doing what goal will they get closer to achieving?
Dale Carnegie said "Try honestly to see things from their point of view".

Sensory Acuity – Are you are losing the 'audience' and how to regain their attention. Attention reset buttons – props, stories and questions.

Congruency - What you say, how you say it and how you look when you say it must be in harmony and totally authentic.

Order – How are you going to start what is the core of your 'pitch', the stories that you can tell that illustrate not what you do but what you have done for others. How do you finish with a strong message and a compelling call to action? What results did you achieve and what impact can you audience expect both professionally and personally when they follow your process? What is your last slide, key message or impactful close?

Work the room do your research – Before you start the presentation find out about your 'audience'. Their roles, their problems, explore how to connect with them via LinkedIn, their website or through company reports.

BONUS INFORMATION

HOW DO YOU START?

The key problem most people experience when preparing a speech, pitch or business presentation is how do they start. Here are some suggested openings: -

Startling Statement - I know I shouldn't have come to this meetingto many temptations

Mysterious Statement

I was sitting on the train coming here today and I could hear this beep, beep, beep coming from the person next to me and I realised that he had a iPhone....

Compliment

Thank you for inviting me in to have the opportunity of working with () because I know how dedicated you are to excellence.....

Dramatic Incident

I walked into the room and could not believe my eyes, there in front of me.....

Quotation

Testimonials

Remember you only have 30 seconds to capture your audience's attention.
Then you only have 7 – 10 minutes to retain their interest

Use 'pattern interrupts' - (attention reset buttons). Use a prop, ask a question, use relevant humour and tell a story that resonates in their world.

How do you close so that they take the action you require them to take?

Reiterate your key message or offer a relevant quotation. My favourite is.

**“People may forget what you said
They may forget what you did
But they will never forget
how you made them feel”.**

Maya Angelou