

Index

- Adaptation, importance of, 8
Adobe Creative Suite, 150
Advance planning, 41–42. *See also*
 Preparation for presentations
Ailes, Roger, 170
Analogies, 96, 98, 111
Anchor, 74
Anderson, Jerry, 218–228
Anecdotes, 5–6, 37, 74, 96, 98, 101,
 111, 195
Angelou, Maya, 106
Anxiety, control strategies, 203–204.
 See also Fear; Nervousness
Appointments, 77, 84, 119, 206. *See*
 also Getting in the door
Arguments:
 organization of, 78–79
 in persuasive presentations, 53–56
Articulation, 133
Attention grabbers, 20, 73–74, 182, 189
Attention span, average, 9
Attitude, importance of, 6–7, 134
Audience, *see* Prospect(s)
 awareness of, 43, 109. *See also*
 Customized presentations
 knowledge of, 7–9
 of one, 6. *See also* One-on-one
 presentations
 size of, 3
Audience analysis:
 case illustrations, 79, 125–128
 importance of, 125
Audiotapes, in training session, 42,
 51
Audiovisual presentations, *see* Visual
 aids
Awareness, generation of, 58, 68

Background statement, 75, 189
Bad habits, 6
Balanced presentations, 86
Be-a-Spy Principle, 107, 125–129
Becker, Hal, 31
Bierce, Ambrose, 26

Body language, *see* Gestures
 control of, 163, 165
 critique of, 164
 eye contact, 158, 163
 facial expressions, 162–163
 gender differences, 159
 impact of, 158, 162, 165
 movement, 161, 163, 165
 negative, 158
Body of presentation:
 elements of, generally, 55–56, 128
 elevator speech outline, 187, 189
 writing guidelines, 73, 75–76, 92–93
Boring presentations:
 avoidance strategies, 123–141
 impact of, generally, 8, 123–124
Brainstorming groups, 105
Breathing exercises, 137
Brochures, 40, 143, 146, 155
Burley-Allen, Madelyn, 27–28
Burns, Doris, 174
Bush, George H.W., 32
Business mode, 100
Buying decision, 13–17, 53

Caforio, Jim, 49
Call to action, 60, 69, 93, 122, 189
Can I Have Five Minutes of Your Time?
 (Becker), 31
Carnegie, Dale, 16
Ceremonial speeches, 47, 68
Change, visualizing, 57, 60, 69
Charisma, 13, 31, 207
Clarity, 77
Client retention, improvement
 strategies, 27–28, 77
Clinton, Bill, 32–33
Close, in presentation outline, 77, 187
Closed office, 18
Closing tactics, 14–15
Closing techniques, 6
Closing the sale:
 case illustration, 116–118, 120–122
 commitment, 118

Index

- Closing the sale (*Continued*)
failure in, 113–122
in fund-raising, 115–116
“I’d like to think about it,” responses to, 118–119, 122
importance of, generally, 14
interoffice presentations, 120
Clothing, *see* Personal appearance
Clothing consultant, role of, 174, 176
Coach, as information resource, 164
Cold calls, 170
Color:
clothing selection and, 175
visual aids and, 151–152, 155
Commitment, in closing the sale, 114, 118
Competition:
analysis of, *see* Competitive analysis;
Competitive checklist
benefits of, 67–68
identification of, 131
impact of, 15, 34, 68
Competitive analysis, 130–131, 140
Competitive checklist, 131–132, 140
Completing the sale, 4, 117–118. *See* Closing the sale
Computer presentation technologies, 147–148
Computer technology, advances in, 154. *See also* Laptop computer presentations
Conclusion:
elevator speech, 188
emotional, 136–137, 140
in presentation outline, 76, 122
Condensing, 78
Confidence, *see* Self-confidence
Consultative selling, 9, 50–51, 63
Convincing, in persuasive presentations:
benefits of products, 6, 61–67
call to action, 60, 69, 76
change, visualizing, 60, 69
generating awareness, 58, 68
problem solving, 58, 68
selling stage, 14
stating the problem, 58, 68
Cooperation, 20, 47–48
Corporate Protocol: A Brief Case for Business Etiquette (Grant-Sokolosky), 207
Creative environment, development of, 101–103
Creative imagination, development of:
audiotapes/CDs, as resource for, 101, 104
benefits of, 100–101
books, as resource for, 101, 103–104
brainstorming groups, 105
comedy shows, as resource for, 106
conferences, 105–106
courses, 105–106
creative environment, 101–103
evaluating other speakers, 106–107
interviews, customer and competitor, 107
mentors, 107–109
movies, as resource for, 106
newspapers, journals, and magazines, as resource for, 101, 104–105
professional associations/committees, 107
role models, 101, 105
seminars, 105–106
television, as resource for, 106
12 keys of, 101–109
workshops, 105–106
Creativity, 18, 20, 34, 140, 194–195
Credibility:
achievement of, 96, 139
enhancement of, 74, 96, 98, 189
establishment of, 77
importance of, 12, 14, 30
information, 77, 96–97
personal, 96–97
personal appearance and, 168
Credibility: How Leaders Gain and Lose It, and Why People Demand It (Kouzes/Posner), 96
Critical listening, 30–31
Criticism, dealing with, 138, 141
Critiques, 138, 140, 164
Crudele, John, 197–199
Customer analysis, 125
Customized presentations, 7–8, 42, 129–130, 193

Decision-making process, 13, 118–119
Definitions, use of, 96, 98, 111
Delivery style:
elements of, 132–139
importance of, 9–10, 12, 14, 33, 35
Dell, Greg, 217–219
Demonstrations, *see* Working demonstrations
Diction, 134–135, 140
Dictionary, as information resource, 135–136, 140
Dress for Success (Molloy), 173–175
Dress for Success (nonprofit group), 171
Dress rehearsal, 137–138, 140

Index

- Easy-to-Use Presentation Guide, 77, 92–93
- Easy-to-Use Presentation Outline
Form, 78–88
- 80/20 Principle: The Secret to Success*
by *Achieving More with Less, The*
(Koch), 21
- 80/20 Rule, 21–22
- Electronic white boards, 153–154
- Elevator speech:
applications, generally, 183–184, 199
case illustrations, 195–199
challenges of, 191–192
common pitfalls, 192–193
customized, 193
development of, 185–190
effective use of, 183
example of, 180–181
goal setting and, 190
practicing, 190–191
speech characterization, 181
speech presentation evaluation
chart, 214
structured outline, 186–187
tracking results, 193–194
- Elgin, Suzette Haden, 9
- Emery, Jim, 18–20, 180
- Emmerich, Roxanne, 218, 242–250
- Emotional conclusion, 136–137, 140
- Emotional factors, 109–110
- Empathy, 28–29
- Emphasis, 134
- E Myth, The* (Gerber), 169
- Enthusiasm, importance of, 3, 131–132
- Examples, use of, 96, 98–99, 111
- Extemporaneous presentations, 38–41, 44
- Eye contact, 158
- Facial expression, 162–163
- Failing to earn the right to be heard, 179–180
- Failure to close the sale:
fear of rejection and, 114–115
incidence of, 114
reasons for, 56
- Fear:
of failure, 204
of rejection, 114–115, 122
transformation to energy, 6–7
- Features-and-benefits presentation, 52–53, 63, 66–67
- Features-and-benefits selling, 63–64, 66
- Feedback, importance of, 30–31, 138.
See also Criticism; Critiques
- Fig leaf, 160
- Film, as visual aid, 145
- First impressions, 14, 169–170
- Flip charts, 146, 156
- Focus:
in persuasive presentation, 53
of presentation, 15–16
visual aids and, 155
- Follow-up, importance of, 18, 27, 119
- Formats:
selection factors, 42–44
types of, 38–42
- Fresh presentations, 8–9
- Friedman, Scott, 218, 251–254
- Funk, Wilfred, 136
- Gaylord, Mitch, 24
- Gender differences, 170–171
- Gentle Art of Verbal Self-Defense at Work, The* (Elgin), 9
- Gerber, Michael E., 169
- Gestures:
control of, 163
as distraction, 159–160
illustrations of, 160–162
- Getting in the door:
strategies for, generally, 17–20
white rose strategy, 18–20
- Goal setting, importance of, 6, 22–23, 103, 190
- Grant-Sokolosky, Valerie, 207
- Graphics, specialized, 153
- Great speakers, 32–33. *See also* Power speakers; Top sales professionals
- Guilt, 49
- Handouts, 40, 143, 146–147, 156
- Hard sell, 46
- Harm:
avoiding, 64
case illustrations, 62–66
competition and, 61–62
creating, 61–62, 68
defined, 61–62
identification of, 66–67
- High communication-apprehension people, 202–203
- High-tech visual aids, 145–146, 150, 156
- Holmes, Oliver Wendell, 101
- How to Be a Great Communicator* (Qubein), 130
- How to Win Friends and Influence People* (Carnegie), 16
- Humor, 5, 74, 136, 140, 207
- Hypotheses, use of, 99–100, 111
- “I’d-like-to-think-about-it” stage, 118–119, 122
- Illustrations, 81

Index

- Imagination, *see* Creative imagination
Impression, time frame for, 14. *See also*
 First impressions
Impromptu talks, 38–39, 44
Inappropriate dress, 167–177, 213
Inflection, 134
Information, *see* Informative
 presentation, persuasive vs.:
 appeal of, 13
 asking for, 129–130
 condensing, 78
 persuasion compared with, 45–46
 retention of, 27–28, 77
Information gathering, strategies for,
 129–130
Information processing, 29–30
Information zone, 48–49
Informative presentation:
 case illustration, 49–52
 effectiveness of, 13
 persuasive vs., 45–46
 presentation styles, 47–48
 role definition, 46
Integrity, 69
Interaction:
 in persuasive presentation, 56–57, 68
 promotion of, 77
Internet, online presentations, 145–146
Interoffice presentations, 120
Interviews, creative imagination and,
 102, 107
Introduction, writing guidelines,
 73–75, 80, 85, 189

Jail stance, 160
Jargon, 82
Jeffreys, Michael, 102
Job interviews, 68, 170
Justification, 76, 92–93

Kelley, Steven A., 170
Kennedy, John F., 33
King, Martin Luther, 33
Koch, Richard, 21
Kouzes, James M., 96
Kraushar, John, 170

Laptop computer presentations:
 case illustration, 148–150
 defined, 145
 10 tips for, 151–152, 156
 uncertainties of, 147–148
Last-minute presentations, 43–44
LCD projectors, 153
Leeds, Dorothy, 133–134
Length, guidelines for, 9, 72
Level 2 listening, 28
Lewis, Norman, 136
Lighting, visual aids and, 152–153
Listening:
 critical, 30–31
 dimensions to, 28–31
 empathy, 28–29
 importance of, 25–26, 34
 information processing, 29–30
 objections, 28
 skill development, 25–26
Listening: The Forgotten Skill (Burley-
 Allen), 27
Logical presentations, advantages of,
 43, 57
Long presentation outline, 80–84
Lotus Freelance Graphics, 148
Low communication-apprehension
 people, 203
Low-tech visual aids, 144, 146, 156
Lublin, Nancy, 171

Mackay, Harvey, 108
Manuscript format, 38, 41
Martin, Don, 107
Media kits, 40
Memorable speakers, 37
Memorized presentations, 38, 41–42
Mentor/mentoring, 102, 107–109
*Mentoring: The Most Obvious Yet
 Overlooked Key to Achieving More
 in Life Than You Dreamed Possible*
 (Sjodin/Wickman), 108, 196
Microsoft PowerPoint, 148, 150, 156
Miscommunications, 98
Mistakes, overview:
 being informative vs. persuasive, 4,
 45–69, 209, 256
 boring presentations, 4, 123–141,
 211, 257–258
 common, 68
 distracting gestures and body
 language, 4, 157–165, 212–213, 258
 failing to close the sale, 4, 113–122,
 211, 257
 inadequate support, 4, 95–111, 210,
 257
 inappropriate dress, 4, 167–177, 213,
 233, 259
 misuse of allotted time, 4, 71–94,
 209–210, 256
 visual aids, relying on, 4, 143–156,
 212, 232, 256
 winging it, 4, 35–44, 209, 255–256
Models, as visual aid, 145–146
Molloy, John T., 173–174
Movement, guidelines for, 163, 165
Multimedia presentations, 144–146, 152

Index

- National Association of Television Programming Executives (NATPE), 182
- Need:
creation of, 61–66
prospect's awareness of, 58
- Nervousness:
anxiety, control of, 203–204
body language and, 159
concealing, 203–204
effects of, 205–206
reasons for, 204–205
symptoms of, 204
types of, 202–203
- Networking, 107
- New products, introduction of, 98
- Note cards, 187
- Obama, Barack, 33
- Objections:
listening skills and, 28
memorized presentations, 41–42
- One-on-one presentations, guidelines for, 14, 74, 135, 146–147, 151, 170
- Open office, 18
- Organization guidelines, 72–73
- Outline handouts, 40. *See also* Presentation outline; Sample persuasive presentation outlines
- Overhead projectors, 146, 150, 156
- Overnight presentations, preparation for, 43–44, 87–89, 94
- Pace and rhythm, 134
- Parade rest, 160
- Pareto, Vilfredo, 21
- Pareto Principle, 21
- Passion, importance of, 17, 20, 38, 131
- Pause, use of, 134
- Penguin, 161
- Peoples, David, 139
- Perot, Ross, 31–32
- Personal appearance:
case illustration, 172–173
casual Fridays, 173
clothes, 137, 169–172, 175–177
clothing consultants, role of, 174, 176
conservative image, 172, 174
financial investment, 175–176
first impressions, 169–170
gender differences, 170–171
importance of, 167–169, 174–175
industry and, 173–174
properly fitted clothes, 172, 175–176
suits, 171–172
tips for, 175
- Personality/personal style, 195
- Persuasion, importance of, 3, 12–15, 17–18. *See also* Persuasive presentations
- Persuasive presentations:
advantages of, 43
body of, 55–56
case illustration/interviews, 217–254
competition and, 67–68
convincing strategies, 58–61, 68
development of, 14–15, 52–53
five characteristics of, 56–68
harm, creation of, 61–66
interaction in, 56–57, 68
- Persuasive zone, 48–49
- Pitch, 134
- Polished speakers, qualities of, 206–207
- Poor presentation, elements of, 35–36, 206
- Posner, Barry Z., 96
- Posture, 162. *See also* Body language; Gestures
- Powell, Colin, 32
- Power of presentation, 36–37
- PowerSpeak* (Leeds), 133–134
- Power speakers, inspiration, 259–260
- Practice, importance of, 35–36, 43, 129, 137–138, 140, 155
- Preparation for presentations:
formats, 39–43
guidelines for, 7, 43–44, 129, 137–138, 140
practice, 129, 137–138, 140
- Presentation(s), *see specific types of presentations*
balanced, 86
body of, 75
common mistakes, 68
control of, 145, 147
flow of, 35
focus of, 15–16
formats, 38–43
impression, time factor of, 14
length of, 9, 72. *See also* Time allotment
power of, 36–37
practice for, 35–36
as reflection of you, 15–17
sample outline of, *see* Presentation outline
six principles of, 9–10
skills, *see* Presentation skills
styles, *see* Presentation styles
- Presentation Evaluation Chart/Form:
benefits of, 164, 206, 208, 215
text of, 209–214
- Presentation ideas files, 96

Index

- Presentation Opportunity General Information Sheet, 88–91
- Presentation outline:
benefits of, 37, 40
body, 55–56
close, 77
conclusion, 76
introduction, 73–76
“key points” in, 77–78, 85–86
persuasive, sample, *see* Sample persuasive presentation outlines
sample outline form, 90–91
- Presentation skills:
importance of, 12–13
persuasive, 31–32
- Presentation styles, 47–48, 101
Presentations Plus (Peoples), 139
- Prioritizing, 29
- Proactive presentation, 53, 57
- Problem solving, 58, 68
- Professional associations/committees, 107
- Prospect(s):
competitive analysis, 34, 68, 130–131, 140
in four states of selling, 13–14
information gathering, 129–130
needs, *see* Prospect needs
- Prospect needs:
creation of, 63
customized talks and, 7–8
identification of, 65
problem solving, 58, 68
- Psychological difference, 23–25, 34
Psychology of Winning, The (Waitley), 24
- Public speaking:
fear of, 6
persuasive, generally, 14–15
- Qubein, Nido R., 130
- Questions:
memorized responses, 41–42
in persuasive presentations, 57
rhetorical, 97, 100, 111
- Rapport, creation of, 100
- Reactive presentation, 53, 57
- Reading, creative imagination
resource, 103–105
- Reagan, Ronald, 32–33
- Reilly, Ed, 161
- Rejection:
dealing with, 18
fear of, 114–115, 122
- Rhetorical questions, 97, 100, 111
- Robot, 161–162
- Rohn, Jim, 103
- Role models, 101, 138
- Role-play, in training, 30, 158, 164–165, 170, 201
- Ruettiger, Rudy, 22–23
- Sales professionals, successful, *see* Top sales professionals
- Sample persuasive presentation outlines:
audience analysis, 79
logistical information, 79–80
long presentation, 78, 80–84
short presentation, 78, 85–86
“Scrappy” approaches, 194–195, 197
- Self-confidence, 36, 171–172, 175, 204
- Self-development, 34
- Self-evaluation:
anxiety, control of, 203–204
benefits of, 201–202, 208, 218
delivery style, 202
nervousness, 202–205
powerful presentation style, 206–207
- Presentation Evaluation Chart, 206, 208
- types of, 201
- Self-improvement, 38
- Selling, generally:
forms of, 11–12, 65
four stages of, 13–14
- Short presentation outline, 85–86
- Signposting, 75, 81
- Sincerity, 17
- Slides, 146, 151, 153, 156
- Smiling, 162–163
- Socratic approach, 57
- Spatial relationships, 158, 162
- Speech supports:
analogies, 97–98, 111
anecdotes, 97–98, 111
benefits of, 101
definitions, 97–98, 111
examples, 97–99, 111
hypotheses, 97, 99–100, 111
rhetorical questions, 97, 111
statistics, 99, 111
testimonials, 99, 111
types of, generally, 96–97
- Spider, 161
- Spontaneous presentations, 35–36, 38
- Stalin, Joseph, 33
- Stanfield, Jana, 194
- Statement of personal intent, 76, 84
- Statistics, 96, 99, 111
- Stockdale, James, 32–33
- Stories, use of, 96, 105

Index

- Support, generally:
creative imagination, 100–109
credibility and, 96–97
emotional factors, 109–110
importance of, 110–111
inadequate, 95–111
information, 74–75
speech, *see* Speech supports
- Telephone calls, follow-up, 18
- Tenacity, 34
- Testimonials, use of, 96, 111
- Thirty Days to a More Powerful Vocabulary* (Funk/Lewis), 136
- Three-to-Five-Company Rule, 15, 34
- Time allotment:
awareness of, 187
balanced presentations, 86, 94
control of, 78
determination of, 72
misuse of, 71–72, 86, 94
presentation outline, *see*
Presentation outline; Sample
persuasive presentation outlines
time limitations, 43–44
- Timing, importance of, 3, 153
- Tone of voice, 133
- Top sales professionals:
characteristics of, 22–23, 38
interviews with, *see* Persuasive
presentations, case
illustration/interviews
memorable presentations, 17
success factors, 1–2
- Tracking results, 193–194
- Tracy, Brian, 228–241
- Training:
coaching and, 164
importance of, 34
inadequate, supplementing, 2–3
objectives, preparation for, 47
role-play exercise, *see* Role-play
- Transactional aspect, persuasive
presentations, 57
- Transition, in introduction, 75
- Trump, Donald, 25, 172
- Trump: The Art of the Deal* (Trump), 172
- Updating presentations, 8–9
- Urgency, development of, 61, 147
- Value-added selling, 9, 50–51, 63,
66
- Videotape playback, in training, 8, 28,
41, 114, 132, 145, 158, 160,
164–165
- Visual aids:
basic rules, 155–156
benefits of, 36, 138–139, 141,
143
as crutch, 144–145, 156
defined, 145
determination of, 43, 139–140
format and, 43
future trends, 154–155
high-tech, 145–146, 150, 156
low-tech, 144, 146, 156
practice with, 155
reliance on, 143–156
types of, generally, 145–146,
156
- Visualization, 60, 138
- Vocabulary, 123, 134–135, 140
- Voice, 124, 132–134, 140, 207
- Volume, guidelines for, 134
- Waitley, Denis, 24–25
- Warm calls, 190
- Warm-up, 137, 140
- White boards, *see* Electronic white
boards
- White horse strategy, 18–20, 180
- Wickman, Floyd, 86
- Wilson, Pete, 50
- Winfrey, Oprah, 33
- Winging it:
avoidance strategies, 38–42.
See also Formats
vs. preparation, 35–36, 38, 44
- Word choice, 39–40. *See also*
Vocabulary
- Working demonstrations,
145–146
- Workshop drills, 28
- Wow factor, 155
- Wrap-up, 73, 77, 113
- You Are the Message* (Ailes/Kraushar),
170
- Ziglar, Zig, 86, 105

