



# Powerful Presentation Techniques

by Don Phin, Esq.





## INTRODUCTION

It is estimated that over 100,000 presentations are given every day in corporate America. I have provided at least 500 of them in my career. These presentations educate, instruct, entertain, motivate, inspire and market products and services. They are geared to position you as an expert, to obtain HR, insurance, litigation and consulting services, to put you in a position of high visibility, and ultimately to help you make more money and make a greater impact.

Giving presentations is a powerful form of lead generation – if done right. What follows are insights and strategies designed to help you give powerful presentations that will generate career success, client activity, and referrals for yet even more presentations.

Note: The strategies set forth apply to internal presentations as well.

According to the chart below, the return you get on your investment of time and energy giving a presentation depends on several factors.

THE VALUE OF YOUR EFFORTS	
1. Preliminary work to educate the audience.....	10
2. The right setting for the presentation.....	10
3. Your own self-confidence, leadership, and likability.....	20
4. Participation of the audience.....	20
5. Content-explanation of the solution.....	10
6. Quality of the solution and a strong cost-benefit story.....	20
7. Supporting visual materials.....	10
	100%

(Source: *Dog and Pony Shows, Jack Quick*)

The 10 characteristics of the ideal “top talk” are:

✧ Concise and to The Point	✧ Interactive
✧ Simple and Clear	✧ Effective and Efficient
✧ Interesting	✧ Strategically Focused
✧ Relevant	✧ Persuasive
✧ Friendly and Relaxed	✧ Motivating, Energizing, Entertaining

(Source: *Talking to the Top: Executive's Guide to Career-Making Presentations, Ray Anthony*)



## IDENTIFYING YOUR AUDIENCE

To generate leads for your consulting, legal, insurance, HR, or similar services, you want to speak before five main groups:

- 1. CEOs and Corporate Executives** – There is no substitute for getting right to the top. CEOs can make decisions. If they want you, then you've got the job. You can get before CEOs by speaking before Vistage (which I do alot), YPO (Young Presidents Organization), The CEO Club and other CEO and Executive associations. These executives can also be approached through industry associations. I was paid to give the three-hour presentation before a lumber association conference. The source of referral was an executive I spoke to at a Vistage meeting. I was also paid well to give a five-hour workshop for a design team at a top computer company, the referral coming from another executive workshop. The point is you never know what will develop – so try to speak as often as you can.
- 2. Human Resource Executives** – Depending on the size of the company the human resource executive can refer your services to the CEO or decide for themselves. A lot depends on their budgetary authority and role related to training and development. Human resource executives can be approached through organizations such as the Society for Human Resource Management (SHRM), the American Management Association (AMA), Professionals in Human Resources Association (PIHRA), National Human Resources Association (NHRA), and local human resource chapters and societies.
- 3. Corporate Counsel** – This is another group with immediate decision making authority. They can be approached by giving continuing education courses through local bar associations and similar venues. If you are not a lawyer consider co-presenting with someone who is.
- 4. Insurance Professionals** – Insurance professionals need continuing education credits. Of particular interest are insurance professionals who either underwrite or broker to your niche group (i.e. restaurants, trucking or engineering firms). These executives are particularly interested in risk management strategies they can share with clients.
- 5. CPAs** – These professionals have the most trusting relationships in business. CEU courses and client workshops are a good start to pull them in.

All of these professionals can be contacted through associations and other groups that will either endorse or co-sponsor your workshops. They can also be contacted through direct marketing efforts by obtaining mailing lists, from direct mail houses, chambers of commerce and professional associations.





## PRESENTATION TOOLS

There are a million different ways to present. Find the approach that works for you. When designing your presentation, consider the following:

- |  |   |   |   |
|--|---|---|---|
| <input type="checkbox"/> Analogies         | <input type="checkbox"/> Definitions    | <input type="checkbox"/> Illustrations    | <input type="checkbox"/> Rhetorical questions |
| <input type="checkbox"/> Anecdotes         | <input type="checkbox"/> Demonstrations | <input type="checkbox"/> Lighting         | <input type="checkbox"/> Short stories        |
| <input type="checkbox"/> Assumptions       | <input type="checkbox"/> Descriptions   | <input type="checkbox"/> Metaphors        | <input type="checkbox"/> Statistics           |
| <input type="checkbox"/> Breaks            | <input type="checkbox"/> Examples       | <input type="checkbox"/> Music            | <input type="checkbox"/> Surveys              |
| <input type="checkbox"/> Cartoons          | <input type="checkbox"/> Exercises      | <input type="checkbox"/> Pictures         | <input type="checkbox"/> Testimonials         |
| <input type="checkbox"/> Charts            | <input type="checkbox"/> Explanations   | <input type="checkbox"/> Props            | <input type="checkbox"/> Themes               |
| <input type="checkbox"/> Comparisons       | <input type="checkbox"/> Facts          | <input type="checkbox"/> Questions        | <input type="checkbox"/> Video                |
| <input type="checkbox"/> Contests/Drawings | <input type="checkbox"/> Games          | <input type="checkbox"/> Quizzes          | <input type="checkbox"/> Words                |
| <input type="checkbox"/> Contrasts         | <input type="checkbox"/> Gifts          | <input type="checkbox"/> Quotations       |   |
| <input type="checkbox"/> Costume           | <input type="checkbox"/> Handouts       | <input type="checkbox"/> References       |   |
| <input type="checkbox"/> Current Events    | <input type="checkbox"/> Humor          | <input type="checkbox"/> Research studies |   |

## MARKETING YOUR PRESENTATION

You may have the greatest presentation in the world, but if no one knows about it or attends – what good is it? This is where your marketing efforts come in. Include in your promotional packet an outline of your presentation, your credentials, testimonials, letters of reference and a video link containing highlights of your presentation or workshop. Be persistent. Many organizations schedule as far as a year in advance. Contacting these organizations on a one-time basis rarely does it. That's where the power of your database marketing program comes in handy. Make follow-up phone calls, mailings, meetings, etc. Finding an ally within these organizations to endorse your presentation or workshop is invaluable.

One technique is to encourage a company to have you present not only to their managers, but their vendors and customers as well. Position the presentation as a “value-added” service for their marketing purposes. It costs nothing extra for them to invite guests, and both you and the company can leverage your efforts as a result.

I also suggest you try to obtain sponsorships to help pay to market your seminar. Insurance brokers, temporary placement services, office supply companies, and other vendors are natural strategic partners in your marketing efforts. Once you have obtained the booking, publicize it in all of the local event calendars and provide the sponsor with promotional literature and video they can readily use. This not only makes their job easier, you can better position your presentation.

## CHOOSING A LOCATION, TIME AND DATE

There is little control over this subject area if you are doing an endorsed presentation or workshop. However, sooner or later you will want to run programs on your own. If you are providing a half-day workshop I suggest you do it on a Tuesday or Wednesday morning, and choose a location that is safe, easily accessible and has sufficient parking. Try to find a room with a window and make sure that you have enough room so your attendees are not cramped.





## PRICING YOUR PRESENTATIONS AND WORKSHOPS

Depending on the circumstances, you may or may not get paid for giving an endorsed presentation or workshop. Groups like HR associations and Vistage typically pay \$1,000 for a half-day workshop, which is not a ton of money, but can lead to significant referrals. Conferences typically pay their speakers anywhere from \$1,500 to \$50,000 for their efforts. We also suggest you introduce yourself to a local speaker booking service, which can provide you with both pro bono and paid speaking engagements.

Pricing your workshops is a different matter. There are two philosophies to this approach. One philosophy says that you charge a low entry fee to pack the room. Another strategy says to charge from \$197 to \$497 for your workshop and then give away resources and tools as a value-added bonus. Through trial and error you will find out which approach works best for you. I have given numerous pro bono workshops that have resulted in the sale of thousands of dollars worth of the HR That Works program I used to own. In a moment we will discuss how to sell your products and services during a presentation.

## PREPARING FOR YOUR PRESENTATION

There is no substitute for practice, practice, practice. Kiwanis Clubs, LeTips, Toastmasters, and others are excellent platforms in which to practice your presentation. I once practiced my presentation before a herd of cows! You are encouraged to do as many one-hour breakfast and lunch presentations to these groups as possible. Although it may not result in referrals, it will improve your presentation skills and confidence in giving talks to more important groups. You are encouraged to audiotape and video tape as many as these presentations as possible for your continued improvement. Ask attendees what they like or don't like about the presentation. It will take you between 10 and 20 presentations before you are on "automatic."

There is no substitute for doing homework about the group you are speaking to. Send out a Pre-Workshop Questionnaire. Find out about their industry or profession by doing online research. Many industry groups will also provide you with industry periodicals and insight into their member needs. Ask for a copy of the registration list before your talks. Identify those individuals who could be potential sources of referrals and meet and greet attendees before and after the presentation.

There is no substitute for making sure that your speaking forum is ready to go. Check lighting, seating arrangements, temperature controls, microphone setups, food and water availability, location of the restrooms, phones, etc. Make sure that all of your equipment is functional and ready to go. If you are using a projector make sure there is an extra bulb. Make sure all of your markers are in working order, etc.

The night before the presentation go over the outline of your talk. On the day of the presentation have sufficient rest, and make sure your body is stretched and limbered up as well as your vocal cords. On your drive to the presentation, warm up your voice as if you were preparing to sing an opera. It is important to have a wide range of tonation when you give your presentation.





## GIVING A POWERFUL PRESENTATION

Giving a powerful presentation requires you to involve as many of your attendees' senses as possible. In the following chart you will see that the blend of telling and showing produces the greatest results.

METHODS OF INSTRUCTION
Telling, when used alone, results in 70% recall three hours later and 10% recall three days later.
Showing when used alone, results in 72% recall three hours later, and 20% recall three days later.
Blend of telling and showing results in 85% recall three hours later and 65% recall three days later.
Each of these studies is applicable only to the specific situation in which it was carried out. But the fact that every study comes up with roughly the same results leaves little doubt of the power of audiovisuals to communicate effectively.

*(Source: Communication for the Safety Professional, Robert Kornikau and Frank McElroy, National Safety Council: Chicago.)*

Don't be glued to a PowerPoint presentation. It is imperative you interact with your audience and obtain their participation. Remember it is called PowerPoint, not PowerParagraph for a good reason. When timing your presentation you should expect questions, interruptions, and invite challenges. The sooner you involve the audience the better. Begin by asking questions such as, "Would you agree with me that ....?" Few people can disagree with a broad positioning statement. Talk to the audience about how your subject affects them personally. Attorneys want to better serve their clients and run more effective offices. CEOs are looking for risk avoidance and enhanced profitability. Insurance professionals are looking for risk avoidance and value-added services, and so on.

For every time you use the word "I" you should use the word "you" two or three times. Your presentations are not about you, they are about your audience.

Involve the audience by asking them to "raise your hand if this makes sense?" Ask if anyone has an example they would like to share, etc. Depending on the size of the group, ask at the beginning of the presentation "What are some of your greatest challenges when it comes to ....?" (Pick your subject matter.) You will find plenty of opportunity during your presentation to weave in their concerns.

There is no substitute for body movement and eye contact. The last thing you want to do is stand behind a lectern and stare at your notes. Your self-confidence, leadership, likability and participation of the audience account for 40% of the value of your presentation. Be passionate. Show the audience you care. Probe into their needs. Hurt them, humor them and then heal them.

Tony Robbins has been one of the highest paid speakers in the country. He makes \$50,000 and upwards per presentation! When introducing his workshops Robbins states his central theme, explains why it is important, reflects on the pain we will suffer if the issue is not addressed, and then restates his central idea. That approach will work for you as well. Also remember to thank the host and audience before and after the presentation.

One of the top trainers in the country, Robert Pike, suggests you never present for over 90 minutes without taking a break. He also suggests you change your pace at least every 20 minutes and try to involve the audience every eight minutes. Remember Pike's 90/20/8 rule.



Depending on group size and time constraints, go around the room and ask attendees what their greatest “take away” was. Both you and other attendees will obtain additional insights from this exchange.

At the end of giving your presentation have a brief question and answer session. Finish your presentation on time. It is a sin to finish late. You may find after giving a presentation that no one has a question. This means that either you have a.) answered all of their concerns, b.) you were a complete bomb, or c.) they have time constraints and need to leave. If no one has a question say something such as, “I am glad that I have answered all your concerns and I greatly enjoyed speaking to you today. Now I have a question for all of you...how many of you agree that [... is important for both productivity as well as ...]?” Raise your hand and get them to raise theirs. “Now, how many of you are going to go back to your companies and take some action?” Encourage them to keep their hands up, then thank them and indicate if anybody has questions that they’d like to ask you will stay afterwards and remain available to answer them. If it is a sensitive area many people will prefer approaching you with their questions in private.

## WHAT NOT TO DO

DEADLY SINS OF PRESENTERS	
...that causes people to walk out, ask for their money back, send letters of complaint, etc.	
☠	Appearing unprepared.
☠	Improper handling of questions.
☠	Apologizing for yourself or the organization.
☠	Unfamiliar with knowable information.
☠	Unprofessional use of visuals.
☠	Getting off schedule.
☠	Failing to involve participants.
☠	Not establishing rapport.
☠	Appearing disorganized, not previewing, reviewing or summarizing.
☠	Not starting off quickly establishing the image you want.

Source: *Creative Training Techniques Press*

## MARKETING YOUR SERVICES AND PRODUCTS DURING THE PRESENTATION

If you are speaking to a large group, put out a fish bowl up and offer something free as a giveaway and then do the drawing at the end of your presentation. More than anything you want to capture people’s business cards and impressions. Make sure they fill out the Evaluation Form and let them know that if they do, they will obtain free forms, reports, and other giveaways. Ask them to supply you with testimonials. Also remind them they can obtain a free [consultation] by filling out the evaluation form.

Selling products from the platform is an art unto itself. Professional speakers such as Tony Robbins, Brian Tracy, Brendon Burchard, Dan Kennedy, and others are masters at product sales. If you ever get the chance, attend one of their workshops so you can model some of their presentation skills. Many will say something to the effect of “I have been speaking to you



for an hour now. How many of you think the ideas I've shared, if applied could make a difference if applied within your organization?" Get a show of hands. Then let them know that your program and other materials you have contain many additional strategies and tools of equal value. Try not to be too much of a salesperson. Never spend more than five minutes marketing you or your products or services. Especially if you are invited to an endorsed workshop. CEOs are turned off by speakers who try to push their products and services. What you want more than anything else is for attendees to say the magic words, "can you help me with my problem?"

## AFTER THE PRESENTATION

Now that you have done an excellent job in obtaining dozens of powerful leads, it is time to take advantage of your database marketing functions. There is no substitute in today's economy for one to one marketing. Once you have spoken to an audience it is imperative to remain on "top of mind" category. Database programs like MailChimp or Infusionsoft can engage in "drip irrigation" where you put yourself before a potential client with a free offer, e-mail broadcast or other form of communication regularly. One of the biggest mistakes professionals make is to think that by contacting a prospect once, they have done a sufficient job of marketing. Statistics show that high-level decision makers must be contacted at least seven times before they will trust in you, your message and your products or services.

By tracking results, you will find that some marketing efforts out pull others and produce far better results. But you won't know what works and what doesn't unless you take advantage of the testing and tracking tools incorporated within your program.

## MISCELLANEOUS THOUGHTS

When you start giving presentations you will want everyone in the audience to give rousing approval. What you will quickly come to learn is that you can't please everyone – *so don't bother trying!* Many people are resistant to any message that would require them to change their current way of thinking or doing things. Don't worry about them. Be true to yourself and your message. One or two leads from the right group may be all that you need. After giving a presentation to 50 executives I was approached by one who stated, "That's the best piece of common sense I have ever heard." He is a gentleman in his mid-sixties who asked if he could come by my office and buy me lunch. Turned out he sat on the board of 12 companies, many of whom became my client. He also had a number of other buddies who were in the same position and invited me to speak with them at a "special business opportunity meeting." Point is there is no way to calculate in advance what results you will get out of your presentation. Be persistent. Speak often. Put passion behind your presentation and you will find you are not only having fun, but making money too!

Wishing you great success,



Don Phin, Esq.  
don@donphin.com (619)  
852-4580

P.S. To see my Speaking and Training page go to [www.donphin.com/speaking-training](http://www.donphin.com/speaking-training)