PRESENTATION | LEADERSHIP | PERSONAL GROWTH | PROFESSIONAL DEVELOPMENT

Our Presentation is a Story

How will our audience describe our story tomorrow?

by **Mark Davis**

878 words | 4 pages

How will our audience describe our story tomorrow?

Let's look forward in time to our audience's conversation the day after our speech.

Imagine making a cup of coffee or getting a breath of fresh air at the morning break. A colleague comes up and starts this conversation:

"What did you do yesterday?"

"I listened to a presentation on public safety."

"How was it?"

"Boring. Totally wasted 30 minutes of my life."

Ouch. That isn't the impression we want from our audience.

More examples of underwhelming next day conversations?

"What did you do yesterday?"

"I watched people do a lot of facials and skin treatments."

"How was it?"

"Well, they were pushy and it seemed from the moment we sat down they were trying to get me to buy something."

Or …
"What did you do yesterday?"

“I went to see an insurance broker.”

“How was it?”

“Boring. Too many facts and we left with so much information we couldn’t decided what to do.”

Or …
“What did you do yesterday?”

“I listened to a presentation from the head of the New Environmental Party.”

“How was it?”

“Well, I hope he doesn’t get elected. Never want to be that bored again.”

How about some examples of better conversations?

“What did you do yesterday?”

“I went to a business presentation in the city.”

“How was it?”

“Fantastic. They helped me save money on my electricity bill. They even had the paperwork ready to fill in. Saved a bunch. Will invest my savings in beer.”

Or …
“What did you do yesterday?”

“I went to a health and nutrition talk.”

“How was it?”

“Great. I bought three bottles of their Super Power. I am tired of feeling tired.”

Or …
“What did you do yesterday?”

“I went to buy a car!”

“How was it?”

“Great. The salesman asked my budget, got me to drive a couple test cars, and then worked on getting me a good price. I actually feel good about car salesmen now.”

Or …
“What did you do yesterday?”

“I went to a weight loss workshop.”

“How was it?”

“Nice. I learned how to lose weight by changing my breakfast. The good news is that I don’t have to join a gym! And I can invest my gym membership savings into more quilting supplies.”

What do we want our audience to remember?

Our story. People remember stories. Do we want our audience to remember a good story… or a bad story?

Well, the good news is that we can manage the story they remember, by controlling how we end our talk.

We don’t want our audience to remember or think:

* It was complicated and confusing.
* He was too slick, and all business. No heart.
* It never seemed to end. Too long!
* He cursed, using foul language repeatedly.
* There were 18 speakers and they all blended into one big blur.
* The coffee break was the best part of the speech.
* When the speaker turned his back, I ran for the exit.
* I just pretended to enjoy it, but it was bad. I couldn’t wait to get out of there.

Mark Davis is a well-recognized face in the Business Community, and Direct Selling in particular.

For over 10 years now he has been a contributor to Tom "Big

Al" Schreiter's Fortune Now Newsletter, and the promoter of such big names as John Kalench, John Milton Fogg, Randy Gage, Jerry Clark and more, Mark has built significant businesses supporting the growth of Network Marketing distributors businesses in Australia and New Zealand. Supporting the growth of the Network Marketing industry in Australia, companies call on Mark to add historical perspective and a vision of the future for their distributors.

Also in demand for leadership weekends, trainings and seminars on internet marketing, sponsoring and building large co-operative organizations, he's an inspiring and dynamic speaker. In the last 3 years, Distributors have been trained in Companies including: Neways, Nuskin/Pharmanex, TriNature, Jewelway, USANA, Melaleuca, Mannatech, Amway, Excel, VIVA Life, E Excel, Isagenix, Pre-Paid Legal, Vitamark, Hello World, Ameriplan, Market America and many more.

A feature speaker at the Network Marketing Mastermind II in Houston, Texas, Mark has trained over 4000 people in 9 countries, and his unique talent for down-to-earth, value-for-money training has him in demand throughout the USA, Canada, Australia and New Zealand, with trips to Malaysia and Singapore.

Recently he spoke at the first Internet Marketing Bootcamp in Budapest, Hungary, for internet marketers and home-based business people. He returns there this year after glowing reviews.

In recent times he sold more than 2.5 Million Dollars of Corporate entertainment in 6 months, after building a million dollar publishing company in the 90's.

He has also completed more than 200 students in the past 18 months through nationally accredited training certificates in the areas of Retail Sales, Retail Management, Store operations, Business Development