

How to Give a Powerful Presentation

The most powerful presentation is the one that works.

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The most powerful presentation is the one that works. It is the presentation which at the end, the prospect desires to have what you are offering.

An old expression is...

***“To sell John Brown
what John Brown
buys, we must see
things through John Brown’s
eyes.”***

So rather than discuss the physical arrangements of a presentation in terms of where the prospect should sit and where you should sit if the prospect is alone or with a spouse, which room in the home to do the presentation, whether you should let them bring you a glass of water or cup of coffee, or the positioning if in a restaurant or hotel lobby, or if they are fatalists, or exasperators, or if they process data using auditory, visual or kinetic methods. For this month’s article I will dive right into the psychology of the actual presentation.

**A powerful presentation is one
that FOCUSES ON THEM.**

First you must know a little about your prospect. If you were not able to determine that prior to setting up the presentation, then begin by asking a few questions that will help determine what problem they may have to which you have a solution, or what pain they are wanting to avoid or what brings them great pleasure. This is where it all begins. They really don’t care all that much about you right now, although they are sizing you up

and are looking at how you dress and your personal hygiene and your manners, but what they showed up to the presentation for in the first place is for what you may be able to do for them. So remember they showed up for THEM not you. Therefore, THEY are the most important person in the room at this time. It will be your ability to show them that YOU have a SOLUTION to one of THEIR PROBLEMS, or RELIEF from a PAIN, (emotional or physical), or a way to move them toward the PLEASURE of having a dream come true that will consummate with them making a positive buying decision.

A powerful presentation is one that focuses on their needs. So step one is to start out by being friendly and sociable and telling them a little bit about yourself, such as, *"I am married have three children and six grandchildren and used to be a school teacher."* (Keep it brief) Then ask them, *"How about you?"* This was to set the stage for the next conversation. Now let them tell you about themselves. Next, find out what is important to them in their life right now by asking them a couple of questions. If you had determined that at the time you set up the presentation, then you can say, "When we met the other day you told me that and mention what they had told you.

Let's assume you have already sorted and pre-qualified the prospect, but if you had not then say, *"Tom, if I were to ask you what would be most important to you right now, your health or your wealth?"* If your prospect says health then you say, "Great, I was hoping you would say that, because our health is one of the most important things in the world. But what if I had asked, your health or your wealth, what would your answer have been?" Usually they say both. The same process in reverse if they say wealth; you ask what would you have said if I had asked or both? This helps you determine whether you should focus on your product or your business opportunity. You can customize this to fit your business opportunity. You may ask, are you interested in saving money on your utility bill, or toxin free home care products or, or your cable bill, or improving your gas mileage and reducing emissions, or earning extra money. Remember this is all about THEM and you need to focus on what is important to them. The best way to get them interested in what you are selling is by showing how it benefits THEM. They really do not care too much about all the features but they will be interested in how your product benefits them.

A powerful presentation is one that shows how the product can solve one of their problems. If they have given an answer relative to your product line, then focus on how your product CAN SOLVE THEIR

PROBLEM, (Eliminate their pain or bring them pleasure, or make their lives better) and they will be willing to buy. They come to the presentation asking, "What's in it for me?" A powerful presentation answers that question.

A powerful presentation is a short presentation. Everyone is busy these days and you want your presentation to be as brief as possible yet answer their questions. You may mention the company is 5 or twenty years old to establish that it is solid and mention it has a great management team, but do not bore them with a detailed history of the company or your life story. This is not what will close the sale. If they have a particular interest in the company, they will ask you.

A powerful presentation evokes their emotions, so share a personal story of how the product changed or improved your life and do it with passion. Be energetic and enthusiastic.

A powerful presentation is one that engages the prospect. Keep them involved. Ask, "Doesn't this make sense to?" Wouldn't it be great if you could...

- a. be at optimal health?
- b. have more energy?
- c. save money at the gas pump?
- d. look and feel younger?

If you are presenting your business opportunity then ask the following. Wouldn't it be great if you could...

- e. earn extra money online so you wouldn't need to take a job at the mall?
- f. earn enough money to quit your job? Become financially free?
- g. have time to play with the children or grandchildren?

A powerful presentation is one where you successfully showed your prospect how THEY WILL BENEFIT from your product or service or business opportunity and when you ask the closing question they simply place an order or enroll at the end of the presentation.



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