

THE 7 KEYS TO A P.E.R.F.E.C.T PRESENTATION

*How to Create Powerful Presentations that Engage and Attract
More Customers*

by Alex Moscow and Dexter Moscow

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WHAT HAVE YOU GOT YOURSELF INTO?

In this challenging economic environment, speaking at conferences and seminars offers an unrivalled opportunity to stand out from the crowd and attract more clients to your business.

Where else do you get the chance to talk to a room full of prospects?

However, although packed full of potential, these opportunities don't always deliver. We've found that many people are disappointed by the results of their talks, returning to their office with little to show for the time, money and effort they've put in.

Many more shun these opportunities altogether, even though they know they are vital. They fear taking a speaker slot because they're not sure they have anything of value to share or lack the confidence to share it in an influential coherent manner.

If that sounds familiar, you've come to the right place.

The eBook you have in your hands is the result of over 4 decades of treading the boards, presenting on live television and training people in the art of influence and persuasion.

It's been used to successfully sell products to TV audiences, gain buy-in from internal teams and turn conference attendees into prospects.

Funny thing, even though the process presented over the course of this eBook is responsible for helping to sell £millions worth of products, we wouldn't consider ourselves to be elite salespeople. The success we've helped create is not the result of hours of sales training, although we've been through our fair share, but from the realisation of one simple truth:

To get an audience to buy what you're selling, they must first buy into you.

Let's face it, as markets become more commoditised and buyers savvier, it's getting harder to sell features, benefits and solutions. What buyers really want is the certainty that they're choosing the right people for the job.

Consequently this special report doesn't teach you how to sell your stuff more effectively. Instead you'll find **a framework for establishing yourself as THE person to do business with.**

And while you can certainly use this tried and tested formula for boardroom presentations, business pitches or indeed, any situation where you need to influence and motivate those listening, we have, on this occasion tailored the framework for your talks at conferences, networking events and seminars.

The P.E.R.F.E.C.T Framework

What follows is a 7 point framework for building the authority, credibility and trust needed to win an audience over and start building towards more sales.

We hope you find it useful.

Dexter & Alex Moscow

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P.S.

We're aware that some of the things we've covered in this eBook may feel a little unnatural to some and downright terrifying to others.

If you find this to be the case, don't worry, you're not alone. The vast majority of people on the planet have some sort of fear about public speaking.

If you'd like help getting over your presentation fears, we can help.

Email us and let's see what we can do for you.

P = Personal Impact

Here's the rub.

When you take the stage at a conference or seminar, your currency with your audience is pretty much zero.

It doesn't matter how good your products and services are. It doesn't matter how well you do what you do. And it doesn't matter how highly your clients think of you.

If your audience doesn't buy into you, they won't buy into your business. After all, as the old saying goes, **'people buy people'**.

The first moments with your audience are critical. Forget about the effort that's gone into preparing your presentation or the value of the content you have to share. **You have about 11 seconds to make a good first impression.**

What you do next will decide whether you'll have your audience's undivided attention or if they'll spend your talk thinking about the workload piling up on their desk, the dinner waiting for them at home or anything else that's on their mind.

As any film star, comedian or musician will tell you, audiences are fickle. Give them what they want and they'll love you forever. Don't and they'll switch off.

Whether we're watching a film, a stage play or a seminar, an audience has one thing in common. **They want to be entertained and they're looking to you to provide that entertainment.**

Not that they're expecting you to get up and sing a song or juggle with fire but they do want to know that they'll enjoy their time with you.

When considering your personal impact it's important to think beyond your appearance.

How you look and sound is certainly important.

While it's not always necessary to be smartly dressed, being well turned out, looking fresh and relaxed and carrying an air of confidence will create instant appeal.

After all **your audience is looking to you for insight and to a certain extent leadership**. If you lack confidence or if there's a sense that you're not absolutely sure of what you're saying, your audience's will struggle to take you seriously.

That said, no matter how well presented you are or how confidently you present, you still have to pull your audience into your talk immediately or you risk losing them.

To get their undivided attention you have to make an entrance. That means immediately hitting them with something that will capture their imagination and have them eager to know what's coming next.

Tell a Joke

Jokes are a classic tactic speakers use to quickly grab their audiences' attention.

We like people who make us laugh. We are drawn to them because they make us feel good.

Not that any old joke will do. It should be relevant to either your subject matter or even better to your audience.

The best jokes are relevant to both. A good joke not only gets a laugh but positions you as someone that understands who your audience is and has insight into what they're dealing with.

Client Case Study

Fran is an Executive Coach who champions women getting onto company boards. She recently gave a talk to a Women in Journalism group. The seminar was attended by editors and reporters from the UK's national and trade media.

She opened with the following joke:

Barack and Michelle Obama are enjoying a quiet dinner at a local restaurant in Washington. The restaurant's owner approaches the secret service agents and asked if he might have a word with the First Lady.

The agents ask her permission and she agrees. Michelle approaches the owner and the two talk. After a few minutes they share a warm embrace and she returns to her table.

On re-joining her husband Barack asks who the man was. She explains that he is an old flame from college.

Barack says, just think honey, if you had married him, you could have been the wife of a restaurant owner.

No darling, she says, if I had married him, he would have been the President of the United States!

A good joke in its own right but on this occasion it was so in-tune with the values of her audience that as Fran told the punch line, the audience saw it coming and joined in. It set the perfect tone for the talk and by the end people were thrusting their cards into Fran's hand asking her to contact them.

A joke's power is its ability to make your audience feel part of your presentation. The more your audience feels that you understand them, the closer the bond you will create with them.

Encourage Audience Participation

Not everyone feels comfortable telling a joke. Nor is it always relevant or appropriate to do so.

Another way of making your audience feel more involved in your presentation is to actually make them a part of it.

Although this may feel a bit daunting to some, when you get your audience involved you create energy, enthusiasm and emotion. All 3 of which are ideal for grabbing and maintaining engagement and attention.

Ask them a question that requires a show of hands. Not only will they feel duty bound to respond (you've got to love the programming we get at school) but it also presents a risk free way for audience members to be noticed. It will make them feel special and give them a stronger sense of belonging in the room.

This is a good opportunity to find out exactly who's in the room with you. This has two positive effects. **1)** You can ensure whatever information you've prepared is tailored exactly to their needs and **2)** they'll feel like you're taking an interest in them.

Make sure to tell them why you want the information. People like to know what's happening to them and will appreciate your making the talk specific to their needs.

Do Something Surprising

Anyone familiar with the comedy genius that was Morecomb and Wise will be aware of the power of surprising your audience.

With Eric and Ernie you never knew what was going to happen, which is what made them so engaging.

The opening of their TV show were always highly anticipated. Ernie would play it straight and we would hold our breaths waiting for Eric's entrance.

Not that you need to do something funny. **Creating surprise is about doing something unexpected that peaks the interest of your audience.**

We were at a networking event where the speaker was talking about mentoring. He came onto the stage and before he addressed the audience for the first time, he walked up to the flip chart and on the blank page wrote in large red letters, £1,000,000.

Turning to the audience, he said in a very confident tone, "this is how much money I'm going like to make for you." Suffice to say he had their undivided attention after that.

Create an Eager Want

We recently did a presentation looking at how salon and spa owners can boost retail sales. We asked the audience whether they believed it was possible to make similar revenues from product sales as they did from haircuts and blow dries etc.

Many didn't but that was all the better for us. We explained that by the end they would have a number of strategies for boosting their retail sales and the confidence to use them. They may not have believed it was possible but they were sure as hell going to see if we could convince them.

Come on to Music

There's a reason why boxers enter the ring to an upbeat and exciting theme. It creates energy and excitement in the room.

Sure the audience is already pumped but the music helps increase anticipation and focus them in on the main event.

We are going to talk in more detail about the importance of creating the right emotional connection next. But it's important to note that **although people consider what they buy logically, the buying decision itself is made emotionally.**

When you set the right emotional tone, you are already much closer to a sale. Music is a good way of setting the emotional charge of your presentation right from the start. Yes you've got to maintain that charge once you're on stage but those that do will have their audience eating out of the palm of their hands.

However you decide to make an impact, remember your job is to capture the imagination of your audience so that they can't help but stay attentive and focused on what you're saying.

E = Emotional Connection

In these times of austerity, it's getting increasingly difficult to separate decision makers from their budgets.

Before they'll consider loosening the purse strings, buyers want to know their money is in safe hands.

They don't have the luxury of making a mistake. Businesses, jobs and livelihoods are on the line with every penny they spend.

Generating a good feeling about you is crucial for getting the buy-in you need to take your sales relationship with your audience to the next level.

In a way this whole eBook is about creating the right emotional connection with your audience – the certainty that you can deliver what they want.

In this section we will deal with one of the most powerful ways of creating this certainty. The delivery of valuable insights that they can use immediately to achieve some of what they want.

Achieving this certainty means resisting the temptation to sell and moving beyond the features and benefits of your products and services.

Features and benefits are cold comfort to the modern buyer. They rarely help prospects to differentiate you from your competition.

Nor do they provide certainty that you have the ability or experience needed to help them.

While there's pressure on you to bring back prospects, your audience is under equal pressure to show that their time listening to you was time wisely spent.

There are 3 reasons that people attend seminars and conferences and it's rarely (if ever) to be sold to:

- 1. Confirmation:** they want to make sure that what they are already doing is right
- 2. Assistance:** they want new insights that will help them overcome their current challenges or help them get nearer to their goals
- 3. Fear of Missing Out (FOMO):** they are concerned that not having the information on offer will put them at a disadvantage of some kind

Your job is to identify information that you already have in-house that meets one or all of these needs.

Here are 3 ideas:

Do's and Don'ts – what have you learned that will be of benefit to your audience. How can you help them to avoid pitfalls and navigate the many hurdles that they may face?

Quick Wins – what can you teach your audience that will quickly take them closer to their goal? It should be something that is relatively easy to accomplish and can be done in a fairly short period of time.

Quash Misconceptions – what beliefs does your audience have that is holding them back from being successful? What information can you give them that will help them to come to the realisation that what they are doing is wrong and how can you direct them to a more productive behaviour.

You might be thinking that if you give great information away that the audience won't need you. That they'll think, 'thank you sucker' and you'll never see them again.

It's a fair assumption but life doesn't work like that.

Think about the last time you asked someone for advice. If the advice was good, did you go back to them when you needed more help?

It's the same with your audience.

When you help people achieve a little bit of what they want they form a strong emotional bond with you and more often than not they will come back to you to achieve the rest.

Why would they go anywhere else?

Client Case Study

Mark is the owner of a successful retail design consultancy. For two years running he has spoken at the annual Retail Shop Fitter's Summit. The Summit is attended by senior decision makers from some of the UK's biggest high street brands.

While the vast majority of suppliers who attend the conference, pay to do so, Mark has received his speaking slot for free.

Mark is no celebrity, nor is he well known on the speaker circuit. The free invitations are based on the strength of his seminar topic alone and the value of the information he delivers.

I remember sitting in the audience waiting to co-present with Mark at our first Retail Summit. One of the delegates seated behind me turned to his colleague and said, 'I wonder what they're going to sell us this time.'

The audience member had clearly been subjected to a long line of presentations that did nothing but sell and he'd had enough.

Mark's presentation was 100% content. No selling was done that day.

Despite not selling during the talk, each year Mark's Summit Seminars are rated very highly by delegates and have resulted in around 8 new business meetings with attendees brands including Argos, The White Company, Liberty, Vivienne Westwood and Boots.

R = Right to Talk

We are, as a race, an untrusting bunch. Not that it's our fault. An abundance of corporate scandals, poor experiences with suppliers and dodgy politicians have taught us that we shouldn't take anybody at their word.

The result is your audience is unlikely to accept you as an expert unless you can prove that you've earned the right to talk on your subject.

Establishing your right to talk should start with the marketing material for the talk and followed up by a strong introduction as you walk onto stage.

A good introduction not only establishes your credibility but it can also inject some real buzz. Anyone that has been to live comedy will be familiar with the way that the house comedian uses his introduction to create interest and excitement for each act.

Talking about your own background and achievements at the beginning of a presentation is good but, like a comedy showcase, the best and most powerful way of establishing your credibility is to have an independent third party who the audience respects do it.

It could be the organiser of the conference or networking group. It might be one of your customers or someone from the audience who knows you.

Whoever it is you want them to give your audience the belief that you are worth listening to.

The kind of information that you want to give could include some or all of the following:

- The companies you've worked for
- The people that you help
- The successes you've helped your clients achieve
- Your personal achievements
- Media that you've been quoted in

- Positive things that clients have said about you
- The reasons why the organiser wanted you to talk

To feel confident that the information they're getting is worthwhile, your audience must first feel that the speaker is credible. The fact that you've secured a spot at a conference will lend you some credibility but it's important to reinforce your right to talk at every touch-point.

F = Facts

Concepts and ideas may sound great in theory but unless they're backed up by facts your audience is going to struggle to accept them.

And if your audience isn't sure about what you're saying, they're unlikely to invest in you emotionally.

It's just the way we're programmed. We're taught the importance of supporting what we say with evidence from a very early age.

After all seeing is believing and in the case of your presentations, the audience wants to see proof that what you're suggesting is valid.

The upside of this is that if you can provide some strong evidence that what you're explaining really works, you'll get the buy-in you need to progress.

Facts come in many flavours but possibly the most persuasive are your results.

When you tie the theme of your talk into the results that you've achieved practising what you teach you move from presenter to skilled expert.

Data that provides tangible, measurable results will not only validate your skill and ability but also gives your audience a taste of the success they can expect when they work with you.

E = Encapsulate

Modern society has become obsessed with attention span or rather our lack of it.

In his book, [Amusing Ourselves to Death](#), Neil Postman asserts that the attention span of humans is decreasing as modern technology, especially television, increases.

Not a wild a claim when you consider that current figures suggest that Attention Deficit Hyperactivity Disorder or ADHD affects 3%–5% of children globally.

And it's not just children who are affected. It's said that no one can digest an idea that takes longer than 2 or 3 minutes to explain.

This is a real problem when you are trying to reach a room of people with your ideas.

As presenters we must get our point across quickly and clearly or be in danger of losing our audience.

Encapsulation is an essential skill for any presenter wanting to maintain the attention of their audience.

It refers to our ability to sum up ideas quickly and already plays an important role in business from the elevator pitch to marketing slogans and media sound bites.

Major companies spend millions of pounds to create memorable 'brand messages' that sell, not only their product, concepts or service, but also to create an emotional connection with their target audience.

It's the take home phrase that embodies what you want people to 'know' so that they will remember the information long after you have left the platform.

Here are 5 golden rules on simple phrase creation.

1. They should be no more than 1 sentence long (approx. 10 – 15 words) **Avis Rent-A-Car - 'We Try Harder' - because we're #No 2**

2. They should connect emotionally
L'Oréal's famous tagline is "Because you're worth it"

3. They should resonate with the needs of the audience you are addressing
When it absolutely, positively needs to be there overnight (FedEx)

4. They should be uncomplicated that means no jargon or abbreviations

5. They can be a play on words

- Two sure ways to fail -Think and never do or do and never think - **Zig Ziglar**
- Sales are contingent upon the attitude of the salesman, not the attitude of the prospect - **W. Clement Stone**
- Always treat your employees exactly as you want them to treat your best customers - **Stephen R. Covey**

C – Customer Stories

To turn your audience into prospects you have to help them tick a number of boxes:

- Will they enjoy working with you?
- Are you an expert in your field?
- Do you understand their business?
- Do you understand the challenges they're facing?
- Do you have experience overcoming these challenges?
- Will you be able to help them achieve their desired outcome?
- Will they get the service they expect?

The better you can satisfy these unconscious questions, the stronger the connection you'll build. A case study is a powerful tool that can help you tick most of them.

Case studies let you audience know who you work with, the problems they face and strong proof of the results that you have achieved. It also provides insight into how you work and what you are like to work with.

Demonstrating your experience through case studies will help your audience to differentiate you from your competition and identify you as the person that can help them overcome their specific set of challenges.

The problem with many case studies is that they focus on the wrong thing. People mistakenly assume that because it was their project that the case study should be all about them and what they did.

Nothing could be further from the truth. Your prospects need to be able to relate to the story that's being told. You want them to see themselves in it. You want them to feel the frustration your client was experiencing and then the elation of the results that you were able to achieve.

There are 3 important rules for compelling case study creation*:

1. Tell your client's story
2. The challenge section should communicate the problem your client brought you, not the objective they asked you to achieve
3. The more you can quantify the outcomes of working with you with tangible, measurable results, the more persuasive you will be

***We've got an eBook devoted to compelling case study creation. Email us if you are interested in it.**

When presenting a customer story focus on the challenge and result sections the most. Your audience is not yet ready to hear a long account of how you do what you do.

If you have presented your case study well, the audience will be left wondering how you achieved the results.

Save that conversation for when you meet with them one on one.

T – Triggers

A good salesperson encourages their prospects to take positive action that leads to a mutually beneficial outcome.

If all goes well this sequence concludes with signatures on a contract and the provision of services that enable the buyer to achieve their goals and the seller to add profit to their bottom line.

Like any sales activity, the conference or seminar talk is just one step in a sequence of interactions that drives the prospect from one sales milestone to the next.

Don't be fooled into thinking that your presentation should take the audience from interested party to signed customer.

Your talk is more akin to a cold call than a close. For most it's an opportunity to start building awareness of your business and the credibility that you are an expert at what you do.

The goal should be to encourage a desire for further, where you will have one-to-one time with your prospect.

Triggers are a means by which to drive further interaction. Here are 3 that work very well.

Special Report

There is only so much you can cover in a seminar or conference talk. When done well, you should have answered some of the questions your audience members had coming in but also left them wanting more.

Not everybody is going to feel comfortable coming up to you after your talk. Offering further information in the form of a special report that can be downloaded from your website is an excellent tactic for triggering further interaction.

It also gives you a means to get their email address and get them to opt in to receiving more information from you in the future via a blog or newsletter.

Seminar

The next interaction you have with your audience doesn't have to be free. In fact if you have done your job properly, they will be champing at the bit to get more information from you and willing to pay to get it.

Organising your own seminar that people pay to attend enables you to build revenue, spend more time with your prospects and identify those people that are most likely to do business with you.

Prize Draw

If you are speaking to a group of business people, offer an hour's free consultancy via a business card draw. That way you get a meeting and bunch of cards to follow up on.

You could also take this a stage further. Invite your audience to download the special report on your website and award a free consulting session to the first 5 people that download the report.

Scarcity and competition are powerful drivers of behaviour. Offering a limited number of sessions will almost certainly ensure you have interest.

Afterword

We hope you've enjoyed our eBook and feel that you can take some of what you've read and apply it to your own presentations.

We are always interested in what our readers think of our stuff, especially if you feel that we can improve what we've written. If you'd like more information on any of the areas that you've read or have additional questions that are not covered, please feel free to get in touch with us via the website, www.persuasivepresentations.biz

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About Dexter Moscow



Over the last 40 years Dexter has gained substantial expertise working and coaching at the highest level in Finance, Property, Advertising, Sales, and the Entertainment industries.

His association with Reed International, the Dale Carnegie organisation and his live appearances, presenting and selling £millions worth of products for major brands on QVC The Shopping Channel, informs his unique approach to corporate communication, selling and influencing.

As a business coach, those working 1-2-1 with him attending his presentations and sales courses have gained heightened communication abilities, new insights and increased confidence in 'selling', themselves and their business proposition.

“The keys to our personal, financial and company success are in our ability to positively influence others to take the action we require them to take. Today it’s not enough to be an expert at what we do, we have to engage others with power and impact. We have to be Master Influencers”

About Alex Moscow



Alex’s experience in PR and content marketing has proven time and again that when you give great information, you attract great clients.

Using this as his mantra, he’s generated serious amounts of media coverage for some of the biggest and fastest growing brands in tech, creative and retail, including BT, Samsung, Toshiba and Apple.

He believes this kind of knowledge-share is not limited to media relations but is now becoming the cornerstone of all successful marketing.

“Prospects are searching daily for information that can help them overcome their challenges and achieve their goals and quickly bond with those that can offer the help they need to be successful. Sharing valuable insights works well via the media but is nothing compared to the success I’m seeing in the live environment.”