

Sample "Tips" from *67 Tips for Presenting Like a Pro*

**#5. Be inclusive rather than exclusive.** Never use the words "In my presentation." The pronoun puts the spotlight on you, tends to aggravate your anxiety and turn you into an unnatural, stiff, "I will now become a boring, business person" presenter. It also puts the audience in a passive mood, "Oh, I can sit back and be entertained by this person." Instead say, "In our discussion (or meeting, or conversation) this morning, we will be covering..." The inclusive pronoun and the substitute word of your choice for "presentation" will relax you, connect you and the audience together, and create a far more dynamic experience for all concerned.

**#34. Use Analogies.** Drive your point home with a memorable analogy. An analogy is a powerful way to explain a particularly complex point. For example, "Just because they are experienced, salespeople shouldn't think they are beyond pre-call preparation checklists. It's like 747 jumbo jet airline pilots. We accept that they know how to fly, but, we wouldn't want to be in a plane with them, if they skipped the cockpit checklist."

**#60. Summarize your message with the Rule of Three.** Three is a magic number. There's a rhythm to it and we use it all the time: XYZ; ABC; red, white and blue; Tom, Dick and Harry; bacon, lettuce and tomato. It's easy to remember three things. Leave people with three highlights to remember about your presentation. They will feel they understood everything you said and they will be able to recall your selling points as easily as....1-2-3.



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