



Psst!
Come here....
You.
Yes You!

Check Out Your
**“Presentation
Engagement
Power”**

*Do you have it?
How strong is it?
How do you improve it?*

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Presentation Coach-On-Call

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Presentation Engagement Power

People think there is magic to engaging listeners **during** a presentation that a Steve Jobs had, or President Obama or Arianna Huffington have, a special secret to holding listeners' attention. It isn't a secret. What they and other good presenters have is amazing **PEP** – strong **Presentation Engagement Power** that keeps their listeners riveted to what they are saying. **PEP** users routinely **wrap four key elements in and around their information** so that we as listeners are captivated by their messages and are moved to act on their ideas and recommendations. **PEP** communicators are masters at “making what they say pay!”

You too can incorporate these **PEP** elements into your presentations and join the ranks of your own favorite presenters.

What Follows is

- A definition and examples of the four **PEP** elements
- Trigger phrases to help you use **PEP** elements
- A unique self-test to determine your own **PEP** strength



1. Relevance

Relevance is the “so what?” for your audience of every block of information you present. When **Relevance** is present, people relate to what you are saying. When **Relevance** is missing, they tune you out. If I tell you “My sales programs are tailored to every group with whom I work,” that doesn’t resonate with you or your world. If I add, “which means your group will buy into what we do and use what they learn afterwards to increase your business,” that has great interest to you. People care about what you have or can do, **only** when it **means** something to **them**.

Trigger phrases/words that give **Relevance** to your information:

- *“Bottom-line...” “Again...”*
- *“What this means to you is...”*
- *“The key point here is...”*
- *“So, you get...”*



2. Visualization

Visualization is what you say to **show** people what you mean. People need to “see” what you are saying to “get it” as dramatically or as deeply as you want. It is literally how you create movies inside your listeners’ minds so that they see what you see. That means a liberal sprinkling over your information of **examples, anecdotes, metaphors, and analogies**. If I say, “Our research shows your consumer typically has 3.7 years of college, 2.3 children, and a Household Income of \$67,000,” that information likely puts you to sleep. You hear my words. You may even be looking at a chart of demographic numbers. But, if I add, “In short, we’re talking about the Bloomingdale’s woman and not the Kmart shopper,” that metaphor instantly helps you “see,” and get excited by, the value of this consumer for your product.

Even Einstein said, “If I can’t **see** it, I don’t understand it.”

Triggers that **Visualize** your information

- “For example...” “It is just like...” “Think of this as...”
- “XYZ company had the same problem...They...and we did ...”

(Visualization also includes actual props or pictures)



3. Involvement

An old Chinese proverb says, “If I tell you, you forget. If I show you, you remember. If I **involve** you, you understand.” If I am only explaining the features, benefits, and advantages of a new car to you, you will register that information, but you are not likely to be as excited by it as when you go out for a ride in that car, where you experience those features for yourself. **Involvement** increases buy-in for whatever you are selling.

Triggers to **involve** listeners

- **Use You.** *“What you notice as you look at this chart is...”*
“One of the reasons your group will like this is...”
- **Ask for an action.** *“Take a guess ...”* *“How would you use this?”*
- **Rhetorical questions.** *“So, how do we do this?...”*
- **Ask them to Imagine or Think.** *“Imagine the following...”*
“Think of this as...”
- **Reference a comment** your listeners said. *“As you said earlier...”*
- **Ask questions.** *“To what extent does this match your expectations?”*... *“How does this sound?...”* *“Thoughts?”*





4. Flow

Flow comes from the words you use **to move your story forward**. If that flow is choppy, you lose listeners. If that flow has momentum and rhythm like jazz, you hold your listeners' attention. A choppy flow sounds like "On the next page...", "If you turn to the next page..." "Moving on..." "Here's another chart..." "Now, we'll look at..." You want your presentation to move with variety and rhythm which makes listeners want to hear more. That is the power of **Flow** in a presentation.

Trigger phrases/words for Flow:

- *"In addition to...you'll also ..."* *"While that is true...you don't want to overlook..."*
- *"Yes, you're thinking X, but what about...?"* *"And the process repeats itself whether you look at...or"*
- *"Something else that contributed to this success was..."*
"And the story gets even more interesting when you consider..."
"In your case, the most critical factor will be..."

What is Your PEP Profile?

Relevance, Visualization, Involvement, Flow. These four **PEP** elements **guarantee** listener attention, involvement, and excitement and ultimately lead to increased business and acceptance for your ideas.

To determine your personal **Presentation Engagement Power**

1. Audio record 5-7 minutes of your presentation **exactly** as you would say it to a specific listener or group of listeners. Imagine them interacting with you.
2. Play the recording back.
3. Mark with numbers what you hear as follows: **Example on next page**
 - Every time, you gave the **Relevance** of your information to your listener, write the number **1**.
 - Every time, you **Visualized** your information, write the number **2**.
 - Every time, you **Involved** your listener, write the number **3**.
 - Every time, you used a phrase to **Flow** from information point to information point, write the number **4**.

4. When you finish, you will have a written line of numbers. That line indicates your **Presentation Engagement Power Profile**.



What Is Your PEP Profile?

Example:

This is an excerpt from a presentation I gave to a group of market researchers and how I marked it for its PEP strength. *“One of the things clients like about my seminars is that they are tailored to your needs, (3) so that (1) your team is totally involved and sees the application to their world (3). For example, (2) when I gave a talk on “How to Make Your Sales Message Come Alive” to a Human Resources group, I couched the whole speech in terms of talent management and professional development. With a group of company presidents, (2) what terms do you think would have resonated with them?” (3) (Expected answers: Leading in tough times? Keeping morale up?) “Exactly. And with your group of market researchers (4, 3), we will make sure that the program is totally about their world as well (1). Bottom-line, (1) you get a program (3) that will have high credibility with your team (1) and that will meet your objectives at the same time (1). How does that sound?” (3) (You expect them to respond) “Not only will it be tailored, (4) but your folks (3) will have a lot of fun as well. They will be...” (2)*

My PEP numbers for this portion: 3 1 3 2 2 3 4 3 1 1 3 1 1 3 4 3 2



What Do Your PEP Numbers Mean?

If you have a healthy **recurring** and **varied mix** of numbers, congratulations! You are in the same league as President Obama, Steve Jobs and Arianna Huffington. **Your listeners never fall asleep or check their cell phones. They are fully engaged with you.**

Short on **1s (Relevance)**? Your listeners may have been entertained, but didn't see how what you said **connected** to their world.

Short on **2s (Visualization)**? Your presentations may be clinically correct, logical, and relevant, but are boring! You are not catching fire with your listeners' imaginations and emotions or painting enough **pictures in their minds** of what it would be like to use your products, services, or ideas.

Short on **3s (Involvement)**? Your presentations may be relevant and easy to understand, but you are missing an opportunity to clinch them by failing to **engage** your listeners at the deepest levels.

Short on **4s (Flow)**? Your presentations may be content rich, but points don't hang together, so your story is not creating the **momentum** for action that you want.

Review previous pages for ideas to help you increase your PEP



PEP Up Your Presentations

Make What You Say Pay!

Some people are born great presenters, but most of us need to learn how to become great at this critical skill.

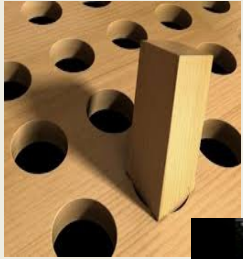
One way to do this is by increasing the strength of **PEP**, your **Presentation Engagement Power**, as you present your information.

Relevance, Visualization, Involvement and **Flow** hold listeners' attention, keep their interest, and create a context for action.

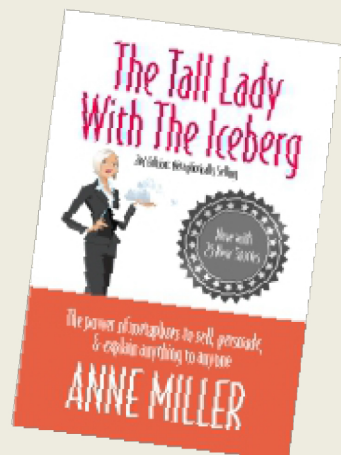
As Lee Iacocca said, *“Even if you have brilliant ideas, if you can’t get them across, you don’t have anything.”*

A strong **PEP** guarantees you will get your ideas across to anyone and ultimately get you what you want.

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More Resources from Anne



The Tall Lady With the Iceberg: the power of metaphors to sell, persuade, & explain anything to anyone.

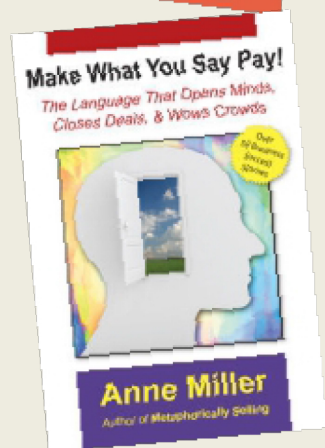
Available in paper, kindle & audio formats on www.amazon.com and as an ebook at www.annemiller.com

Make What You Say Pay! The language that opens minds, closes deals & wows crowds. Available on www.amazon.com in print and as an ebook at www.annemiller.com

The Metaphor Minute. **Free** monthly newsletter showing how people in business and the media use metaphors to drive home their messages. **Sign up** at www.annemiller.com

Presentation Blog. **Free** weekly tips, techniques & strategies for presenting like a pro. **Sign up** at www.presentationcoachoncall.com

For **free** coaching, speaking, or training consultation call **212 876 1875.** or email amiller@annemiller.com



About the Author

Anne Miller, *Presentation Coach-On-Call*

Anne Miller, coach, seminar leader, speaker and author, helps turn frogs into princes and princes into kings when it comes to high stakes selling and presenting situations. Her clients come from leading media, financial, and professionals services B2B firms.



Anne offers a variety of **sales & presentation** services **to increase your bottom-line, make an impact, or create change.**

- **Training** Practical & challenging programs tailored to your group
- **Coaching** for individual Salespeople, Executives, & Entrepreneurs
- **Speaking** at Sales & Association Meetings
- **Sales Assessments** to identify and grow star performers
- **New! Corporate Presentation Coaching Packages** for last minute & high stakes presentations

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