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10 TIPS TO BUILD YOUR SPEAKING, SALES, AND INFLUENCE

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Glazed eyes with expressionless faces mean your audience has disconnected from your words. Follow these 10 tips for greater success. And remember, influence is making a connection to meet *another person's needs*.



1 Leave the Droning at Home

Drones (the robotic kind) may be trending, but speaking like a monotone, robotic machine is not. We can't buy from you if your pitch puts us to sleep. For us to be excited about your product or service, then YOU need to be excited about it.

2 K.I.S.S.

Keep it short, Simon. Less is more. We don't need to know all the nitty-gritty details about why your software works the way that it does, or why you chose a certain color scheme. Limit your pitch to only the most crucial information.



3 Make it a Conversation, Not a Monologue



If your product or service is confusing, let us stop you and ask questions. You don't want confusion over a small portion of your product to keep us from purchasing. Keep your presentation on track and encourage input from the crowd.

4 Mix It Up

Replace that old, moth-eaten axiom, “Tell them what you’re going to tell them, tell them, and tell them what you told them” with a real structure that adults will find valuable. When the information is relevant to our lives, we listen and remember: repetition be damned.



5 Don't Forget to Breathe



Okay, this one sounds silly. Of course, you're breathing, you say; until you realize you're only partially breathing due to the pressure of the situation. Take a second to exhale fully and consciously between major points; and you'll automatically reset your inhale to an effective level. Not only will this help keep you calm, it will give your audience time to digest the information.

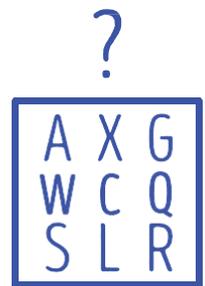


6 Let Jobs be Jobs

Just because Steve Jobs developed a signature style that worked for him doesn't mean you'll be as effective copying him. Not everyone can pull off a turtleneck and tennis shoes! Develop your own signature style and own it.

7 Limit the Technical Jargon

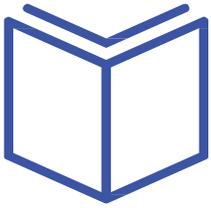
Maybe jargon rhymes with dragon for a reason. Technical jargon is confusing and off-putting like grandstanding... At least, it is if you want us to buy from you. If you absolutely must use jargon, make sure to gracefully clarify in layman's terms so we never feel one upped.



8 “How Do I Want Them to Feel?”



Before you begin organizing your content, ask yourself and answer honestly, “How do I want them to feel when I’m done speaking?” Do you want us worried about our competition? Do you want us excited about your reliability? Depending on how you want us to feel, you’ll choose ideas that support leading us to that feeling, connected, of course, to your solution. Structure your presentation to reach that “feeling” result. All buying is driven by feelings. When you understand and own this idea, you’ll be the Master of the Universe.



9 Stories Sell

We easily forget all the product minutia marketing departments force feed you. On the other hand, frame your technology in a meaningful story, and we'll move you to the top of our lists. Stories animate products and close more sales.

10 Use Metaphors

Metaphors bridge what we know with the unknown, such as your new technology and how it will benefit us. When you explain your technology with an analogy or other metaphor, we will grasp unfamiliar concepts more easily. You shorten our learning curve. We make decisions faster. Make sure to practice a few times on your own, so you make the necessary links for us.

