

# Presenting and Selling Your Ideas Tip Card Sheet

## PRESENTING & SELLING



*Effective persuasion goes back to the Ancient Greeks who discovered many of the elements which are still in use today.*

**Present and sell your ideas by applying many of the same techniques used throughout history**

### First – Set the Stage

#### a) Use an Attention-Getting Opener

- Question
- Famous Quote
- Quote from an Article
- Story
- Definition
- News Headline
- Customer Comments
- Startling Statement
- Research Study Results
- Metaphor/Analogy
- Current Event
- Demonstration

#### b) Provide the Appropriate Background

- Situation
- Problem
- Need
- Proposal / Recommendation

***Every audience member is asking him or herself five questions. When you answer these questions you are leading them down a path to accept your proposal.***

Questions on Right Hand Column

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### 1. Why Should I Care?

Consider what might be the benefits or advantages to the listeners

### 2. What is at Stake?

Be sure that your audience understands the downsides or the risks of not going forward with your proposal

### 3. What is Your Proof?

Provide as much evidence as possible that your proposal will solve your problem:

- Case studies
- Testimonials
- Research
- Test/Pilot results
- Personal Experience/Stories
- Data and Analysis
- Studies
- Authorities

### Make Your Proof Visual

- Use charts/graphs versus tables
- Use pictures/diagrams
- Tell stories (see tip card on storytelling)
- Use metaphor (See our metaphor resource sheet)

### 4. Have you Addressed My Objections?

Let your audience know that you understand where they are coming from by addressing their concerns or objections.

### 5. What Will Success Look Like?

Help your audience visualize the future with the improvements you have proposed.

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