

# Ten Steps to Successful Presentations

## Step 1

### **Channel your nervousness.**

Practice ten techniques to project confidence.

## Step 2

### **Define your objective.**

Use specific sales formats to save time when organising information.

## Step 3

### **Organise everything.**

Maintain your prospect's or customer's interest by cutting out unnecessary data.

## Step 4

### **Create and use effective visuals.**

Use visual checklists to create slides that sell.

## Step 5

### **Energise yourself.**

Look, sound, and act like a pro in front of your audience.

## Step 6

### **Motivate your listeners.**

Establish rapport with your audience.

## Step 7

### **Conclude with conviction.**

Convince your audience with an energetic stance and a well-thought-out conclusion.

## Step 8

### **Manage questions.**

Answer difficult questions or tricky objections. Use "The Question Setup."

## Step 9

### **Recommend next steps.**

Be specific and confident when recommending actions and negotiating next steps.

## Step 10

### **Take the leap from excellence to art.**

Accentuate and build on your unique strengths.