How to Sell Your Ideas to People Who Do Not Care

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Scenario

- Your career depends on people saying yes to your idea
Technical/Sales

Presentation

- Agenda
- Key benefit
- Key features
  - Customer specific
- Customer “wants” & “needs”
- Questions for audience
  - Discover or confirm
    - Knowledge level
    - Interest
    - Technical understanding
Technical/Sales Presentation

- Information about your company
  - Supports message
  - Brief
- Features and benefits
- Comparisons to competition
- Summarize
  - Relate customers needs to product benefits
- Next step
Progress Report

- **Agenda**
  - Project name
  - Key issues
  - Priority
  - Next steps

- Define project

- Key issues
  - Short list
  - Identify the most important issues
  - Categorize

- Prioritize

- Tie priorities to action steps
Progress Report

- Discuss background
  - History
  - Relevant past work
  - Brief
- State the bad news
  - Quick and to the point
- Present options
- Discuss advantages and disadvantages
- State next steps
Guidelines

*PowerPoint*

- Be brief, less than six lines
- Do not read
- Be consistent in font and color
- Tell a story, use pictures
- Avoid media overload
- Be relaxed
Guidelines

*Type*

- Use 24-point type or larger for overheads
- No less than 12-point when using monitor or computer screen
- Limit yourself to two fonts
Guidelines

*Type or type?*

- Choose sans serif type faces
  - Helvetica
  - Arial
  - Century
- Serif type can be difficult to read
- Script type is interesting, but more strain on reader
Guidelines

*Type or type?*

- Use “sentence case” -- initial cap, then lower case for body text
  - NOT LIKE THIS, IT’S LIKE SHOUTING AT YOUR AUDIENCE
- Sentence case is easier to read
- Your audience can read sentence case faster
Guidelines

**Type or type?**

- Highlight important ideas with bold print and italics
  - Bold type is more attention grabbing
    this text is not bold -- harder to read
  - Italic is used for secondary and tertiary points
- Audience shouldn’t have to figure out primary or secondary importance
- Be careful not to overuse bold and italic
  (however, bold text may show better for computer-generated presentations)
Guidelines

Pleasing proportions

- It is often preferable to center text
  - From left to right
  - From top to bottom

- Leave equal amounts of white space
  - Above
  - Between
  - Below
Guidelines

*Type consistency*

- Font
- Size
- Style
- Space
- Positioning
Guidelines

Backgrounds

- Blue with yellow or white type for overheads
- Black or blue with yellow or white type for computer-generated presentations
- Pastels with black type where light may be poor
- Use cardboard to block overhead light during discussions
Accelerates LEARNING RETENTION & RECALL 55 to 78%

Improves & increases COMPREHENSION up to 73%

Increases WILLINGNESS to read up to 80%

Sells products and ideas MORE EFFECTIVELY by 50 to 85%
Guidelines

Flip charts and market boards

- 2" letters
- Use color for variety or emphasis
- Use appropriate markers
- Can be pre-drawn
Guidelines

*Flip charts and market boards*

- Do not talk to chart/board
- Avoid using bottom portion of sheet
- Leave blank sheets between each sheet
Guidelines

Flip charts and market boards

- Pencil notes on side
- Can use magnetic headers
- Check supplies
  - Pins
  - Tape
  - Markers
  - Erasers
Guidelines

Video

- Be familiar with equipment
- Check sound quality
- Preview before showing
- Check placement of monitor
Guidelines

Video

- Keep it short
- Introduce the video
- WIIFM
Guidelines

Handouts

- Ask yourself three questions
  - What information will people take away?
  - When will they look at handouts?
  - Does this information motivate the audience?

- Types
  - Visuals
  - Agenda
  - Summary
  - Brochures and flyers
  - CD-ROM or computer diskette
Guidelines

Product models and pass-arounds

- Clean and safe
- Up-to-date
- Label areas of interest
- Have enough
- Practice using them
Guidelines

Demonstrations

- Allow plenty of time
- Make sure it works

Timing
  - At beginning
  - After lunch
  - At end

- Have interim activity planned
High-Impact Charts

*Bar charts*

- Re-think any chart with more than 12 bars
High-Impact Charts

Bar charts

- Consider
  - Combining data for fewer bars
  - More than one chart

- When using black and white
  - Use fewer bars
  - More space between bars
High-Impact Charts

**Bar charts**

- Be careful using patterns
  - Can be hard to keep focused on
  - Must be very distinctive from each other

- Color bars preferable
  - Use solid colors
  - Avoid patterns on color
High-Impact Charts

Bar charts

- Don’t put green and red next to each other
  - Color blind cannot distinguish difference
  - Normal vision has trouble keeping focused
Re-think any chart with more than 8 slices
High-Impact Charts

Pie charts

- Hydraulic: 53%
- Truck: 28%
- Specialty: 7%
- A/C: 4%
- Pneumatic: 8%
High-Impact Charts

Pie charts

- Use several charts if necessary

- 53% Hydraulic
- 28% Truck
- 7% Specialty
- 4% A C
- 8% Pneumatic

- 25% Hydraulic
- 30% Truck
- 10% Specialty
- 17% A C
- 18% Pneumatic
Guidelines

Charts and graphs

- Most common form of communication
  - Message instead of numbers

- Keep it simple
  - Not meant to be studied for long time
Tips for Reducing Anxiety

- Organize
  - Confidence
- Visualize
  - Zen and the art of presenting
- Practice
  - At least two times
  - Full dress
- Breathe
Tips for Reducing Anxiety

- Focus on relaxing
  - Positive thinking
- Release tension
  - Unobtrusive isometrics
- Move
  - Gesture naturally
  - 1-2-3, 1-2-3, 1-2-3 …small step to side
- Eye contact with audience
  - Converse one-on-one
  - Personal and personable
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