

# PowerPoint Presentation Development

## By Debbie Allen

Here is a guide to help you set up your presentation. Whether you are a professional speaker, or simply using PowerPoint to showcase your business expertise; it is a powerful tool to connect to both audiences and new prospects. PowerPoint (or Keynote from a Mac) can be used for both live presentations to sell products at events or webinars to sell products online. When presented effectively you can increase your close rate dramatically.

### **The Goal of Your Presentation:**

Always have an end goal in mind for every presentation. If your goal is to sell after you speak, then always work from the close (or pitch) backwards. Create slides and images around your expertise. Talk about problems that exist around your topic and offer solutions to those problems. Make suggestions on how those problems could be solved based around what you have to offer (without selling). Plan the ideas of why they need what you have to offer. This is called 'seeding' during your presentation.

- √ Create a powerful opening statement or story.
  - √ Tell your story and involve the audience in some way.
  - √ Present three or main points depending on length of the presentation.
  - √ End with a memorable statement or story plus a call to action.
- Your call to action would be the close or pitch (offer to purchase services and/or product).

### **PowerPoint Background:**

Keep your background white or a very light color to allow images and text to stand out easily. I don't suggest you use the templates provided by both PowerPoint or Keynote. To begin with I suggest you keep your slides blank (white). If you wish to later create your own customized template that frames the slides blue is a good color to use for impact. Position a small version of your logo on the lower left hand corner of the slide frame. Below is basic example of using a border with your logo.

### **Your Opening Slide:**

If you have already created an effective website or marketing banner that showcases your brand and photo, you can use it for your opening slide.

**Images:**

To create emotion from your audience use powerful clear images that drive your message. Never use basic clip art. Cut down on the amount of text and add more images to showcase what you are talking about. You will find lots of great images at [www.dreamstime.com](http://www.dreamstime.com), [www.shutterstock.com](http://www.shutterstock.com) and [www.istock.com](http://www.istock.com).

**Quotes:**

To showcase a point use a quote with a photo of the person you are quoting or use your own quotes with a strong image. To create free customized quotes similar to the one below go to <http://quozio.com>.

**Testimonials:**

Video testimonials are the most effective and powerful way to market your product and/or services. Use a headline of what person quotes above video and embed video directly into your PowerPoint so that you can click next slide and video begins to play. The banner shows on first click and then you can set up the video before you click again to play.

**Your Powerful Close:**

Before you go into your close ask the audience for permission (especially if it is a paid presentation). Example: Would you mind if I took a few minutes to share with you something that I have to offer you that would be helpful to many of you?

Keep your energy high during the close (same as you used in your presentation). Take your time. Never rush through the close!

Remember to keep the goal of your presentation in mind. If that goal is to sell that's the most important part of your talk to practice. Selling from stage takes confidence, practice and ongoing correction. It's a skill some of the top speakers in the world never learn to do effectively. Many have learned that their goal is to inspire, motivate or train and don't feel comfortable with selling; therefore they don't sell well.

Be patient with yourself when it comes to selling from stage and keep trying new things until it works well for you. There are many different types of closes, yet the ones that are most effective today connect at the heart. If you come across to pushy or 'salesy' they won't trust you. And if they don't trust you ... they won't buy!

Your close should be confident, truthful and to the point. It is important that it also feels comfortable to you. Really tap into your heart and go to the believe of the how much value you can offer others. Come from a place of service.

## **Different Types of Closes Include:**

### **Limited Offer Close**

Let your audience know that you will only be able to take a limited number of people today due to the discounted investment price you are offering. Pick a number based on 10%-15% of the room (depended on the percentage you believe you can sell). At the end of your presentation invite them to come to the back of the room and meet with you at the table. Tell them you will be back there to answer and questions they may have. As soon as you finish your talk walk to the sales table. Place the sales table inside the meeting room right next to the exit door.

### **The Knock Down Close**

This is when you build up the value and then offer it at a much lower investment that day only. You must build big value for this close and offer a bonus that's even larger than your total value. Showcase the discounted price as your last slide and leave the slide up as you finish your presentation. Make sure that you have a break planned immediately after your presentation. Don't let anyone go back up to thank you for being there or to do additional meeting business at that time.

### **The Avalanche Close**

This is a visual slide that goes over all of the items you offer in your program. This is showcased after you have already discussed the items you offer (showing the value of each). This is the second to the last slide in your presentation. It is a 'visual' summary of what you have to offer. Have each item pop up separately as you discuss each one of them again during the close. Your last slide should showcase the final offer. Leave that slide on your PowerPoint as you leave the stage to go directly to your sales table at the back of the room to meet with attendees.