

Infinity

Presenting with Impact During Sales Calls

with
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01 Understanding your audience's needs

"Seek first to understand and then to be understood."

Steven Covey

There is so much noise out there in the market, the question you can ask yourself is: *how can you create music for your audience and stand out?*

To start with, think about what does your audience need from you? Where are you trying to get them to do?

Have a think and go through these questions before a meeting.

What do you want your audience to...

1 THINK

What's the key takeaway?

2 FEEL


What should their emotional reaction be?

3 DO

What would you like them to do in response?

02 Grabbing and keeping your audience's attention

Heider & Simmel 1944

 Heider and Simmel original YouTube 360p

In 1940s 2 psychologists created a very short video. They then showed it to 120 people and at the end, they asked them to share what they saw.

Out of all the people in this experiment, only 3 people said they saw triangles and circles moving around or geometric shapes'

The others all saw the shapes in relation to each other – they saw humour or romance.

It shows that most of us can't help ourselves... Everyone saw a different story – they created fiction – this is what our brains do all the time;

A bit of science behind stories

Stories:

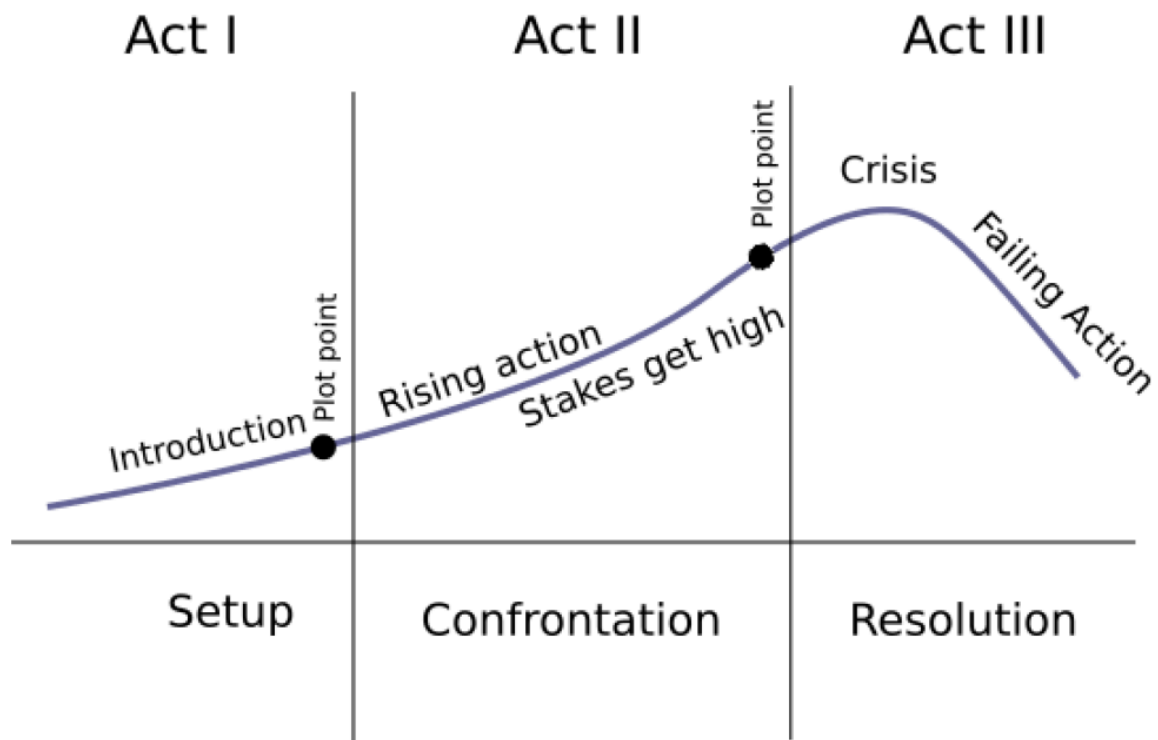
1. Release Dopamine, oxytocin and endorphins
2. Engage our sensory and motor cortex
3. Activates our mirror neurons,

First of all, stories help **release Dopamine** (hormone) - which in turn **increases focus, and motivation and enables us to remember things in a better way**. This is what is produced when you go for a run, eat a great meal or do something enjoyable.

They also activate **Oxytocin - which helps us create trust, bonding and build connections**. This is also often called the love hormone as it is one of the key hormones produced during labour and attributed to a mother bonding with a baby.

And finally **Endorphins** - which very shortly, make people laugh allowing the brain to lighten up.

The Three Act Structure



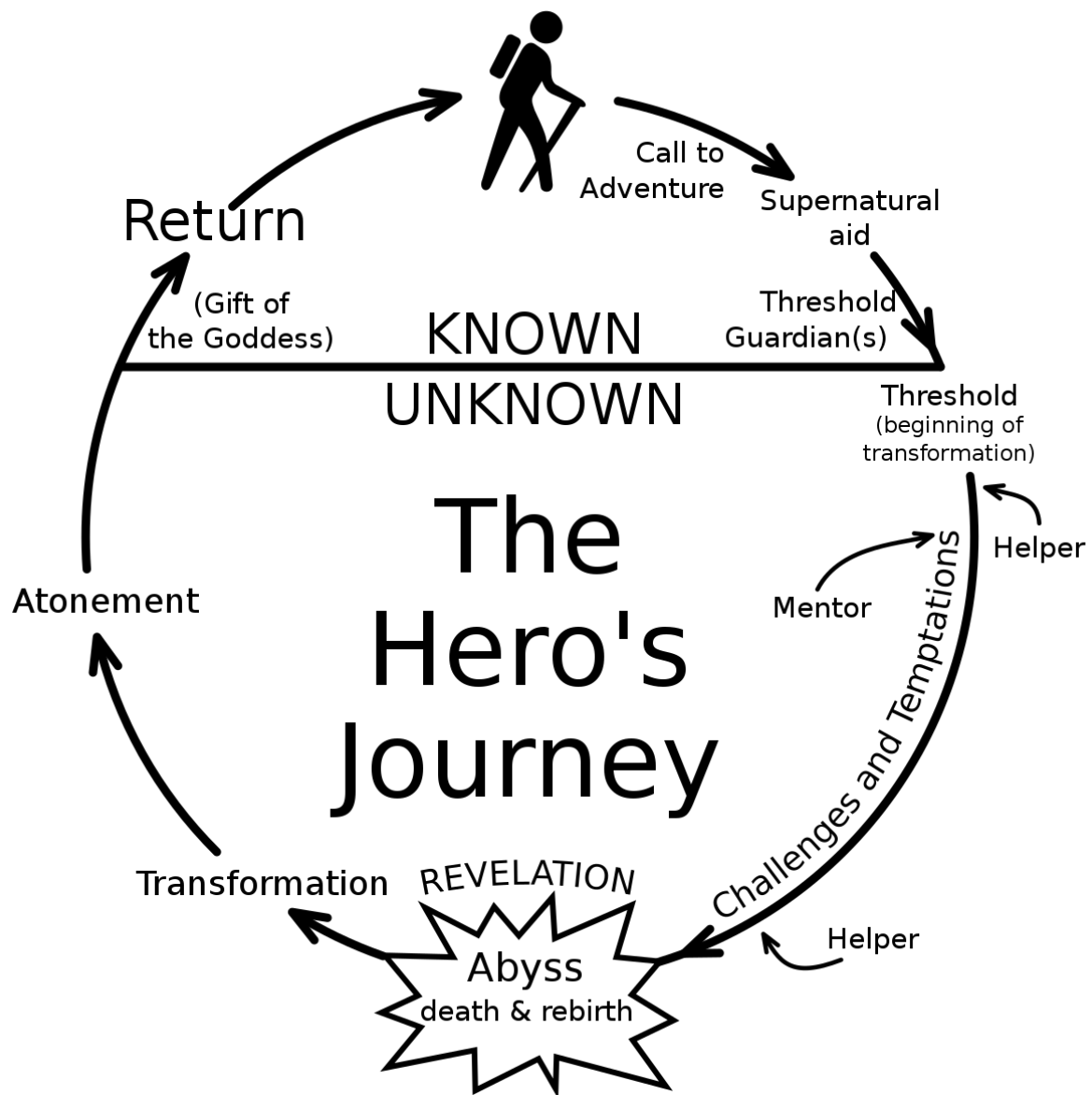
Aristotle - 3-act structure

"A whole [story] is what has a beginning and middle and end."

The Birds
Lysistrata
Agamemnon

All of your presentations should have a similar format - when introducing a new product, idea.

The Hero's Journey



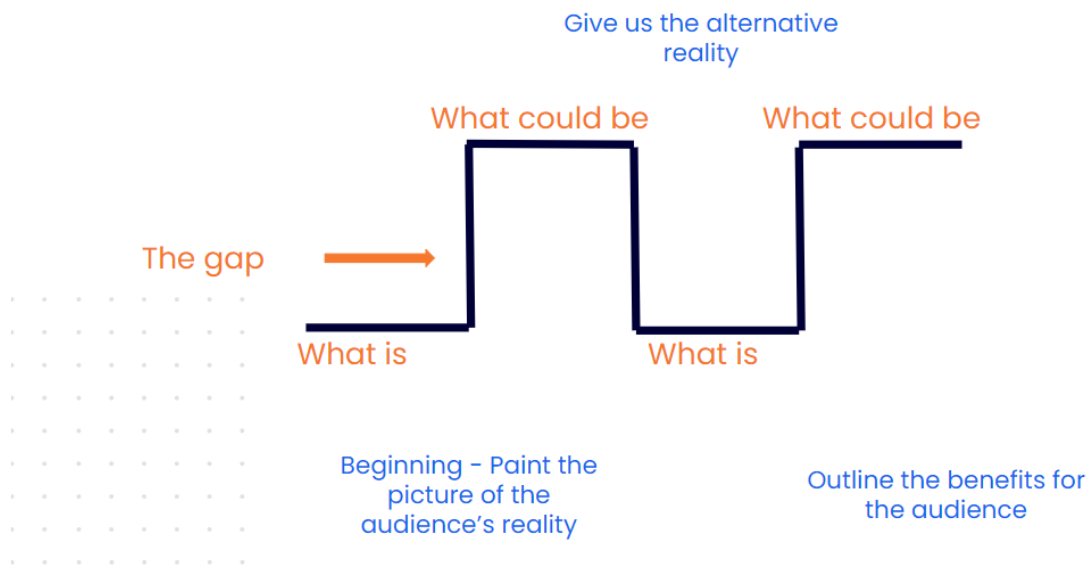
When sharing a project you have been working on try using this technique.

Another way to use this is by making your client the hero in the story. After identifying the challenges your client's company face, how can your client become the hero by using your service?

What ingredients does a story need?

- STRUCTURE
- EMOTION
- PICTURE

Sales presentation



Reach out to Ginny

For any questions feel free to follow up with her using the below details

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