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October 2009



Speak Up and Lead !

Dear Patrick,

"The well-balanced, intelligent speaker is the natural leader in any group of which he is a part."

Dr. Ralph C. Smedley
Founder, Toastmaster's International

Reports coming in from all media outlets are confirming what many of us have been hoping and planning for: the recession/depression is coming to an end, and the recovery process is just now beginning. Most of the companies I'm working with are starting to prepare themselves for an upturn in business. Signs of life are being felt in hiring, spending, and capital investment.

What does this mean for the sales executive? It means this is the time to CRANK UP the volume. Now is the time to increase business development activity, increase your marketing budget, invest in "refresher" training and coaching for your sales teams, and target the industries that are starting to spend money. Now is the time to capture market share!

The most effective business development strategy I've ever seen is delivering effective presentations to groups of business leaders. Whether you're speaking on behalf of your company, or you're representing your own business, the skill of delivering a valuable and compelling message is consistently ranked #1 in winning new clients.

Today's issue gives some updated tips from the world of Public Speaking. Read on....

The Fundamentals of Speaking



Many of you don't realize it, but your Sales Pitch is a speech, and it therefore needs to adhere to the basic rules of effective speaking. It doesn't matter if you're delivering your sales presentation to one person, to a small group, to the Board of Directors, to a webinar, or to thousands of people in an auditorium....the rules are still the same.

To simplify things, here's a quick summary of most of those basics:

- Each speech must have a purpose
- Once you determine your purpose, you can then write your speech
- Deliver a compelling opening in the first 30 seconds
- Speak to one person at a time, never to the "audience"

In This Issue

The Fundamentals of Speaking
The Sales Presentation
The OC Speaking Workshop

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- Make good friendly eye contact with each person/area in the room
- Use your Voice and Body Motion to amplify your key messages
- Get the audience to participate, adults learn when they participate
- Organize each speech around 3-5 key points, no more
- Use supporting material (stories, facts, statistics, diagrams)to amplify
- Watch your audience, understand their reactions
- Use Silence and Pauses effectively
- Ask for questions about ¾ of the way through your speech
- After the question period is over, summarize and close with your call to action.

The Sales Presentation

Two main characteristics distinguish the Sales presentation from other speech types:

1. You are persuading the audience to accept your point of view
2. You are issuing a call to action which you fully intend them to take.

Your objective when delivering a Sales Presentation is to accomplish the objective you established when you wrote the speech. Depending on your company, your business model, your sales process, and the steps in your process, there could be a variety of objectives which you wish to achieve. This could include the following:

- An appointment
- A follow-up Meeting
- An introduction to someone else
- Moving the sale to the next step of the process
- Scheduling a demonstration/presentation
- Handling a key objection
- Accomplishing a Trial Close
- Gaining agreement on your unique value proposition (UVP)
- Gaining a verbal agreement to proceed
- Signing an Order

When you have completed your speech, you must evaluate whether you accomplished your objective or not. You will find it helpful to write down the objective in advance, and when you are done re-read your objective to determine whether it was accomplished. And don't try to con yourself that it was a "good call" if you didn't achieve your objective. It's very binary: did you achieve your goal or not? Yes or No!

For instance, if your speech is a phone call, with the objective of scheduling an appointment, you need to track if the appointment was made. If your in-person speech was intended to close the deal and get a signed order, did you get a signed order? Yes or No?

The more accomplished sales professionals will write out their speech in advance, scripting it to ensure all key points are made, then will practice it over and over and over until it rolls off their tongues effortlessly. In particular, the script will need to include objection handling, trial close, and finally the indicated call to action.

Whenever a presentation goes "south", you will find that one of the above basic precepts has been ignored. The key to delivering effective presentations, and to winning new clients, is to pay attention to the fundamentals!

Good Selling!

Attend the OC Speak Up and Lead Workshop !

When: Friday November 13
8:30-5 p.m.

Where: Sandler Sales Institute
2091 Business Center Dr. Ste 230
Irvine, CA 92612



Price: \$297.00 Includes lunch

If you're REALLY interested in becoming a highly persuasive speaker, and closing business "from the podium," I'll be conducting this full-day workshop for a limited-size class. The seminar is divided into two parts: Content and Delivery. Past attendees have raved about their results, and I encourage you to clear your calendar, register now, and look forward to a life-changing experience! Attendees learn by doing and sharing their experiences with others in a small- group setting (limited to 25 attendees). Videotaping provides instant feedback, and you'll receive dozens of suggestions and tips from your instructor and members of your group.

Bring your most recent speech (already delivered or planned) and fine-tune your content and delivery on the spot.

Register Now!

For more details, click on [Speak Up and Lead Workshop](#).

Now you have no excuses. Just get out there and Speak!

Happy Halloween!

Sincerely,

Patrick McClure
Connexia Group

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