

I hope you found value in these ideas. Keep me posted on how/if I can help you and your team achieve more sales success.

You can always reach me at...

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TimWackel!

\$6,000,000,000

99% don't set good objectives

95% talk too much

86% ask ineffective questions

82% don't differentiate

62% don't earn the business

What words describe
top performing
reps?

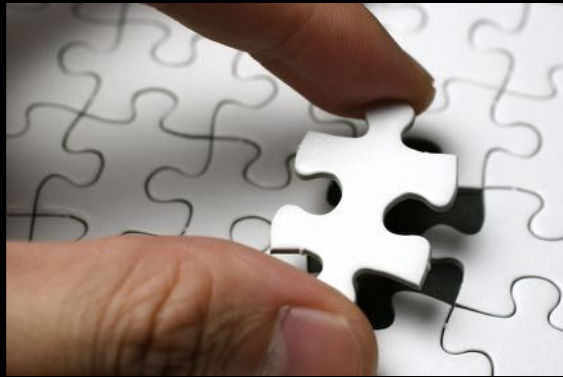
Sincere Persistent Value
Prepared Competent Consistent
Curious Trustworthy Empathetic
Hard working Creative
Enthusiastic Professional Credible
Reliable Fun! Approachable
Friendly Attentive Passion

What words describe
top performing
reps?

Hard Work

Mastery!

Desire



Design

Discipline



The world doesn't pay you
for what you know,
it pays you for what you do!

Principle #1

3

You had me
at hello

“I’d like some time on your calendar to talk about myself, my company and all of our wonderful print and electronic services.”

“Even though you get piles of unsolicited email every day, I wanted to call and see if you read the stuff that I sent you.”

“I’m eager to tell you how great our existing customers think we are and we probably won’t discuss what you’re interested in. Chances are good that I’ll talk for a long time about stuff that’s not really important so get ready to be bored out of your mind!”

- Prospecting emails
- LinkedIn profile
- VM messages / scripts
- Marketing materials
- Telephone prospecting talking points
- Presentations
- Proposals
- And much much more!





Question

3

What exactly do you
guys do?

#1. Practice stadium pitch

#2. Liked best? Next time?
(be honest, not brutal)



Caution!

What are you saying about your
products & services
that your competition isn't
saying about theirs?

- #1. Practice stadium pitch
- #2. Liked best? Next time?
(be honest, not brutal)
- #3. Switch & repeat



Results?

How would you describe that exercise?

What did you observe in your group?

Where's the focus?



You and your company?



How you help?

Results?

How would you describe that exercise?

What did you observe in your group?

Do you think your stadium pitch can improve?

How?

Why?

4

#1. Obligation

Boss, spouse, kids, parents, friend, etc

#2. Curious

Specific → Relevant → Curious

Tim – my name is Mike. We've never spoken before but I just recently visited your website – BTW I really like your intro video! I'm calling today because I'm guessing you'd like to create more followers (otherwise you wouldn't have an opt-in form for new visitors on your home page). I have 2 ideas we've used with other sales trainers to grow their opt-ins by over 20%. Can't help but believe that we might be able to help you.

Tim – my name is Mike. We've never spoken before but I just recently visited your website – BTW I really like your intro video!

SPECIFIC

I'm calling today because I'm guessing you'd like to create more followers (otherwise you wouldn't have an opt-in form for new visitors on your home page).

RELEVANT

I have 2 ideas we've used with other sales trainers to grow their opt-ins by over 20%. Can't help but believe that we might be able to help you.

CURIOUS

Secret script?

Tested formula?

Target market?

5



Sales executives
Business owners
Training director

Results?



Grow existing business by 15%
Re-engage 25 % of 'cold' accounts
Increase new business by 20%

Challenges?



Soft economy

Distractions

Uncertainty in market



Emotions?

Concerned
Frustrated
Pressured





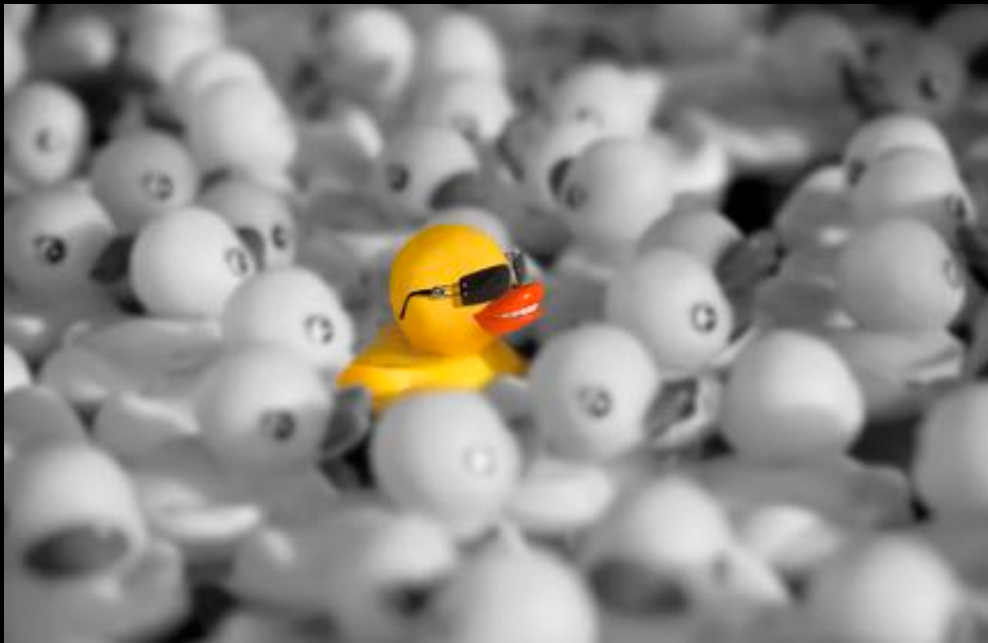
Benefits?

Find new customers

Grow revenues

Can't lose ROI

Compelling differentiators?



*Customized
Sales expert
It just works!*

I specialize in helping sales executives who are concerned about the slowing economy and want proven tools that will help their organizations win more business.

Sales teams from Philips Healthcare, Cisco and PricewaterhouseCoopers have already discovered that our customized sales training workshops are a driving force for finding new customers and increasing sales.

I don't know if this type of sales training is right for your organization. But if these concerns sound familiar and they're considered important, it's probably worth 10 minutes for us to have a brief fact finding conversation.

For the past 15 years I have focused on helping sales managers who are frustrated by inconsistent results and are looking for proven methods that will drive better business.

Hundreds of clients have already discovered that unlike generic sales training, my programs are designed around their specific challenges and delivered by true sales experts.

I don't know if this type of solution is right for you but if the issue sounds familiar and it's consider important, then it might be worth 10 minutes for us to have a brief fact finding conversation.

(Prospect) Hello, this is Bob.

(Rep) Hi Bob, my name is Tim. We haven't spoken before but I'm hoping you would be willing to give me just 15 seconds to explain the purpose of my call. Would that be fair?

(Prospect - reluctantly) Sure... go ahead.

*(Rep – 15 seconds only!!!) Bob, my organization specializes in helping clients like you...
(15 seconds max!)*

(Rep – Engaging question!) I hope you don't mind me asking, but...



You Had Me At Hello

Ten Tips for Making
Every Contact Count



Principle #2

10

Follow up or fail

When do you give up?



2% of sales are made on the **1st** attempt

3% of sales are made on the **2nd** attempt

5% of sales are made on the **3rd** attempt

10% of sales are made on the **4th** attempt

80% of sales are made after the **5th** attempt

46% of reps give up after 1st attempt

22% abort after 2nd unsuccessful attempt

14% never get past the 3rd try

82%

Follow up

Message vs Medium

Mediums?

- ✓ Email
- ✓ Phone
- ✓ “Drop by”

Mediums



Mediums?

- ✓ Email
- ✓ Phone
- ✓ “Drop by”
- ✓ Certified mail
- ✓ Unusual item

fiverr[®]

Find Services



Join Sign In

Start Selling

Graphics & Design Digital Marketing Writing & Translation Video & Animation Music & Audio Programming & Tech Advertising Business Lifestyle Gifts Fun & Bizarre Other

What do you need done? Find it on Fiverr

Browse. Buy. Done.

What are you looking for?

Find Services



Voice Over
More than 5,000
services offered

TimWackel



I sense something... a resistance that I have not felt for many years

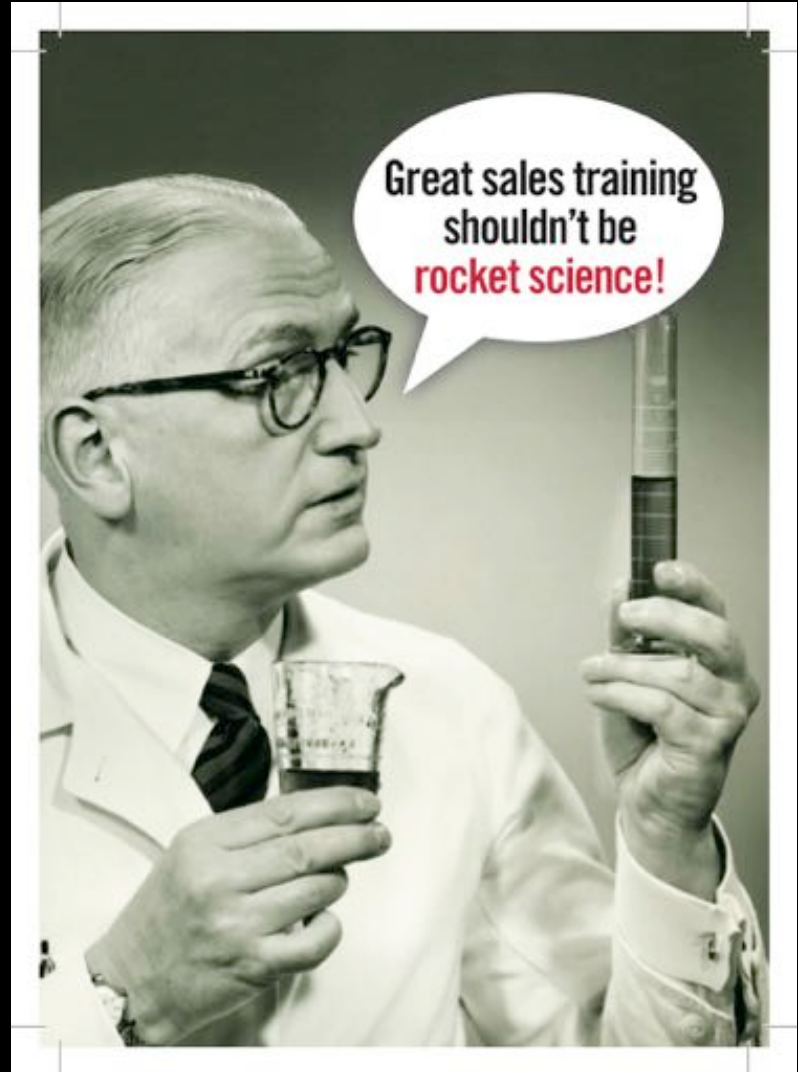
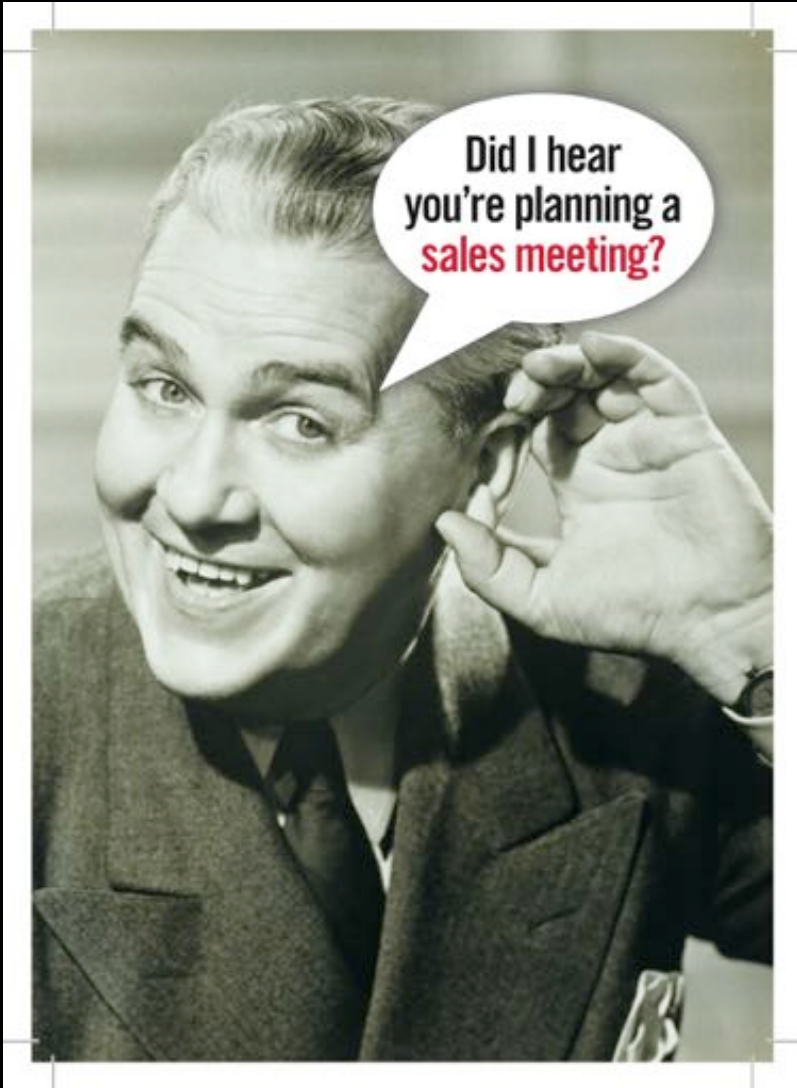
But I find your lack of faith in Tim's abilities to be disturbing.

You want help with your sales team, search your feelings, you know it to be true!

Call Tim back today... don't underestimate the power of his programs.

Mediums?

- ✓ Email
- ✓ Phone
- ✓ “Drop by”
- ✓ Certified mail
- ✓ Unusual item
- ✓ Post card



Mediums?

- ✓ Email
- ✓ Phone
- ✓ “Drop by”
- ✓ Certified mail
- ✓ Unusual item
- ✓ Post card
- ✓ Lumpy mail
- ✓ FedEx / UPS / courier
- ✓ Valuable insights



BOARD ROOM OR BORED ROOM? THREE RULES TO COMMAND ATTENTION AND CHANGE MINDS

Imagine you've been working on a significant opportunity for several months. You've invested long hours with all of the key players and it's almost time to go to contract. The final step is a simple "show-n-tell" presentation that you need to deliver to the executive committee. All you need is their nod and you're off to the bank to deposit the commission check.

The day of the big pitch arrives and you're feeling good. You walk confidently into the board room, connect your laptop and launch the presentation. Suddenly all eyes are on you and without warning you find yourself stumbling through a lame introduction that goes something like: "Hi, my name is Bob and I work for XYZ Company. Thanks for taking some time to be here today."

You race through the deck until you get to the meat of the presentation (easily identified by the slides that have lots of words typed in small fonts). Finally you begin to feel strangely comfortable as you start reading these

complex screen shots to the decision makers.

And then, without warning you find yourself staring at a blank slide. There is nothing left in the deck so you immediately ask for questions and of course there aren't any. You awkwardly thank everyone for their time and head back to the office. Now you're left with no clue if you'll win this opportunity but you're certain that you won't get a second chance.

Sound powerful? Probably not, but I'll bet it sounds familiar.

So what does it take to keep the Board Room from becoming a Bored Room? Here are three quick tips to get you back on track now.

#1. Get a hook!

Most audiences rush to conclusions in the first two minutes of your presentation. Failure to develop a solid introduction is one of the biggest mistakes sales professionals make. Leverage those first two minutes to take command of your listeners. Engage them with a relevant story. Grab their attention

with an alarming insight. Or just make them smile with some

According to the Wall Street Journal, bad Power Point presentations cost businesses \$252 million every day.



simple humor. Worry less about educating (do you like to be educated?) and worry more about entertaining (everyone likes to be entertained).

I'm not suggesting you start your next presentation with a card trick (although that could be a great hook). But I am suggesting you take a hard look at how you get your audience to lean in for the first two minutes of your next

[cont'd on page 2]

Mediums?

- ✓ Email
- ✓ Phone
- ✓ “Drop by”
- ✓ Certified mail
- ✓ Unusual item
- ✓ Post card
- ✓ Lumpy mail
- ✓ FedEx / UPS / courier
- ✓ Valuable insights
- ✓ Handwritten note

Sales Tip

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Plan your work
Work your plan!

2% of sales are made on the 1st attempt

3% of sales are made on the 2nd attempt

5% of sales are made on the 3rd attempt

10% of sales are made on the 4th attempt

80% of sales are made after the **5th** attempt

Attempt	When	Medium	Message
1	9/12	Email	Intro, value prop, appt
2	9/15	Package	Sales tips booklet
3	9/25	Phone	Interesting stat – let's talk
4	9/29	Note	News you can use
5	10/6	Postcard	Are your reps persistent?
6	10/11	Email	Should I stay or go?
7	10/20	Phone	Wishing you all the best

Attempt	When	Medium	Message

Exercise...

#1. Design a simple and effective follow up process that you're committed to trying for next 30 days

#2. As a group, review each other's plans (with permission to "steal" good ideas)

Conclusions

What's 1 idea you learned from this principle that you believe is worth trying?

When Prospects Go Silent

Creating Follow-Up
Campaigns that Work!

Principle #3

Make fewer statements
Ask more questions

Sales Rep Job #1

Help customers completely
understand their problems

Obstacles?



Look uncertain

Not enough time

Asking isn't **selling**

Lack of expertise

What Happens?

- ✓ Prospect doesn't engage
- ✓ Generic positioning
- ✓ Premature focus on the obvious!
- ✓ Missed opportunity =(

What are 3 great sales questions everyone in this room should be asking today?

Great questions are...

- Open – not closed
- Unique & thought provoking
- Contextual – *“This is why I’m asking”*

Context

Studies show that 80% of new business opportunities today require at least 5 failed attempts to connect... but most sales people report giving up after just 3 unsuccessful tries. What initiatives or plans are you considering to help your team capitalize on this opportunity?

Group exercise

#1. Review everyone's questions

#2. Agree on group's 3 best questions

Great questions are...

- Open – not closed
- Unique & thought provoking
- Contextual – *“This is why I’m asking”*

Ask smart question,
they think you're smart.

Ask dumb questions...



“If I can save you
some money would
you be interested
in moving forward?”

“I sell _____ and there are lots of options out there. How in the world does someone in a position like yours choose?”

“There are always risks and uncertainties with changes like this... why not just leave things as they are?”

“Some clients have a tough time calculating a reasonable budget for a project like this.

Tell me a little bit about how you guys came up with your number.”

“At the end of the day, what’s going to be the biggest difference between the 1 firm that will win your business and the 3 others that don’t?”

Why ask questions?

People are far more likely to buy into ideas they discover for themselves, rather than the ones you tell them

Sales Tip

Be curious!

Tell me about your company

Describe your role here.

How is your group/department/company organized?

What are the biggest business challenges that you are facing?

What changes have occurred that are motivating you?

How are you currently handling these challenges?

How does this stack up against other challenges?

What do you like about what you are doing now?

What don't you like about what you are doing now?

What would you alter in your current process?

Where are you in solving these issues?

What do you hope to achieve by implementing a solution.

How are others in your industry solving these issues?

What happens if you do nothing?

Tell me about the results that you are expecting to achieve.

Tell me about other projects you've implemented.

Why did you contact us?

What part of these projects do you personally enjoy tackling?

What part of these projects do you dread?

What makes a product or vendor a good technical fit?

How do you plan on measuring these?

Tell me about how familiar you are with my company.

How do you think we can solve the problem?

What would prevent us from doing business together?

Describe what the 'perfect' solution looks like.

What role would we play in the decision making process?

Tell me about the criteria you will use in evaluation.

What are the critical factors that you are looking for?

What would it take for us to earn your business?

Describe some of your best existing vendor relationships.

What did the vendor do in order to make it a great relationship?

What types of factors would influence your purchasing decision?

What does the purchasing process look like?

Who else is involved in the decision?

Who has the most influence and why?

Describe where this falls on your priority list.

Tell me about the other stakeholders.

Who has the final authority to make this happen?

Whose priority is it to solve these issues?

Who benefits the most from a successful implementation?

What companies do you believe can deliver on this project?

Tell me about other ideas that you believe are viable solutions.

What are you hearing from other people in the industry?

Who do you perceive to be the market leader?

Have you had any experience with my organization?

Who appears to be the right fit knowing what you know today?

Walk me through the time frame for this project.

Describe the steps necessary to ensure a successful deployment.

Sales Tip

Assumption is the
mother of all mistakes!

Barney?



Meaning?

Priority

Discount

Solution

Value

Proposal

Presentation

Urgent

Critical

Budget

Approved

Set the Right Tone

14

“We do business with a lot of companies and we are proud of our work, but that doesn’t mean we are right for you...”

At the end of the day, I need to learn more about your exact situation before we can be sure this is a good fit...

Before I launch into how great our existing customers think we are, would it be OK if I asked you a few important questions?”

Principle #4

Open questions
close more business

Closed Questions...

- Require short responses
- Clarify only one fact or point of view
- Tend to lead the witness
- You to carry the burden of the dialogue

Open Questions...

- Require an explanation
- Get the customer to start talking
- Creates an environment of interaction
- Leverage meaningful dialogue

Role #1

- Ask **only** open ended questions
- Learn about hobbies, family, interests

Role #2

- Answer questions but don't ramble

Role #3

- Identify all closed ended questions

Begin exercise & switch roles only when instructed!

What questions are easier to ask?

Which leverage better dialogue?



“When you talk, you are only repeating what you already know. But if you listen, you may learn something new”

Dalai Lama

The more they talk...
the better they like us!

Principle #5

Kick your
hopeium habit!



Would you like
me to go ahead
and put together
a proposal?

Would you like me to go ahead and put together a proposal?

I sense that putting together a proposal is still premature. What are your thoughts?

Are we still on track to get the PO signed this month?

It looks like we're not going to get a PO this month. Can you help me understand what I should have done differently?

Is this a good time to talk?

Is this a bad time to talk?

Behavioral Scientists Nicolas Gueguen and Alexandre Pascual studied how to overcome resistance. In the study researchers dressed as panhandlers and asked for money. When the “panhandlers” ended their request with “you’re free to accept or refuse”, resistance was reduced and donations increased by 400%.

Phrase that pays

I might be wrong, but I'm getting the feeling you have concerns or see obstacles about going forward. Tell me what you're thinking. I'd rather hear your concerns now than pretend they don't exist.

Dear John,

18

I haven't heard anything back from you so I'm assuming your interest might be slipping. Wanted to demonstrate my persistence without becoming a pest!!!

Here is a quick re-cap of what I'm trying to connect with you...
(clear, concise, compelling value proposition goes here)

Please **just hit reply**, type one of the following three numbers into your response and push send. I'll take it from there.

#1. Thanks anyway Tim, but there isn't any interest in moving forward – **ever!**

#2. Glad you're touching base. **Please call me** to start discussing specifics

#3. Timing isn't right. **Check back with me in a few months.**

Exercise...

- Do you have a contact (opportunity) that appears to be vanishing?
- What are you willing to try that's different?
- You can't lose what you haven't won!

Conclusions

What's 1 idea you learned from this principle?

How might this impact your success?

Any obstacles to implementing this idea?



Stop Pitching & Start Solving

Helping Customers
Discover What They
Really Want!



Principle #6

What's your point?

There are **300 million**
PowerPoint users
in the world*

* estimate

**They do 30 million
presentations
each day***

* estimate

About a **million**
presentations are
going on right now*

* estimate

50% of them are
unbearable*

* conservative estimate

How many presentations?



Every time we attempt
to convince anybody,
anywhere, of anything ...
in business, at home, over
the phone, in person,
one-on-one or in groups

- ✓ Presentations
- ✓ Webinars
- ✓ Demos
- ✓ Emails
- ✓ VM messages
- ✓ And much more!

Words to describe successful presentations?



- ✓ Clear
- ✓ Concise
- ✓ Interesting
- ✓ Relevant
- ✓ Dramatic
- ✓ Energetic
- ✓ Personal
- ✓ Entertaining
- ✓ Humor
- ✓ Warm/Passionate
- ✓ Engaging
- ✓ Inspiring
- ✓ Resonates
- ✓ Professional

- #1. Speaking before a group
- #2. Heights
- #3. Insects and bugs
- #4. Financial problems
- #5. Deep water
- #6. Sickness
- #7. Death
- #8. Flying
- #9. Loneliness
- #10. Dogs



#1. Speaking before a group

#2. Heights

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#4. Financial problems

#5. Deep water

#6. Sickness

#7. Death

#8. Flying

#9. Loneliness

#10. Dogs



Success Formula

#1. Organize Ideas

#2. Deliver Ideas

- Position-Action-Benefit
- Sequential Argument
- Hierarchical Decomposition
- Spatial Arrangement
- Meaty Sandwich
- Topical Approach
- Pain to Pleasure
- Question Oriented
- Past to Present
- Pyramid
- Categorically
- Priority

Structure Story

Research Audience

21



Where's your focus?

21



You and your ideas???



The target???

Stop trying to prove that
you're interesting and start
acting like you're interested!

- Who will attend?
- What are their concerns?
- Why will they attend?
- Establish credibility/or are you a “known commodity”?
- How much time will they give you?
- What do they want/need to learn from your presentation?
- What objections are they likely to raise?



Wackel Roadmap

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Research Audience

Define Your Objective



What do you want?



What do you want?

- Order
- Introduction
- Approval
- Support
- Recommendation
- Decision
- Next meeting

What do you want?



What is in it for the listener?

What's in it for them?

- Save money
- Comply with law
- Increase market
- Improve customer satisfaction
- Drive new business
- Take market share
- Improve workplace safety

Purchasing my widget will
save your company \$1.3M a year.

Joining this diet plan will help you loss 10
pounds in the next 30 days.

Making 5 more sales calls per week will
increase your commissions by 12%.

Thesis

a proposition stated or put forward for consideration, especially one to be discussed and proved or to be maintained against objections:

Exercise

What is your presentation objective?

Wackel Roadmap

Research Audience

Define Your Objective

3 Talking Points



Pillars that support your objective

Framework of the presentation



Why Only Three?

23

Memory & impact

Distill many into few

Focus on major benefits

Topics

- Who is Innospec?
- High Pressure Fuel Injection Issues (HPFI)
- Injector Deposits
- Fuel Filter Deposits
- Fuel Quality Issues
- Tank Maintenance
- Ecoclean®
- Summary

Why am I here?

- ▶ Reduce fuel spend
- ▶ Decrease maintenance costs
- ▶ Cut down on emissions

Today's Agenda

#1. What?

#2. How?

#3. Why?

Today's Agenda

#1. Problem

#2. Proposal

#3. Payoff

Today's Agenda

#1. Grip

#2. Stance

#3. Ball position

Exercise

What are your 3 talking points?
(that support your presentation objective)

Wackel Roadmap

24

Research Audience

Define Your Objective

3 Talking Points

Supporting Evidence



Stories

Personal Experiences

Expert Opinions

Analogies

Quotes



\$700B

Make it Simple!

J FKFB INAT OUP SNA SAI RS

JFK FBI NATO UPS NASA IRS

Question

How can you add more texture to your supporting evidence?

Wackel Roadmap

Research Audience

Define Your Objective

3 Talking Points

Supporting Evidence

Develop Your Hook



Average attention span?

<2 minutes



- You can never take back a ?
- Less than 2 minutes
- Forget platitudes
- A gee-whiz fact, a powerful story
- Focus attention on key issues
- Grab their attention





ING

Presentation

Tim Wackel
Account Manager
September 2017
Confidential

PAGE_FAULT_IN_NONPAGED_AREA

If this is the first time you've seen this Stop error screen, restart your computer. If this screen appears again, follow these steps:

Check to make sure any new hardware or software is properly installed. If this is a new installation, ask your hardware or software manufacturer for any Windows updates you might need.

If problems continue, disable or remove any newly installed hardware or software. Disable BIOS memory options such as caching or shadowing. If you need to use Safe Mode to remove or disable components, restart your computer, press F8 to select Advanced Startup Options, and then select Safe Mode.

Technical information:

*** STOP: 0x00000050 (0xFD3094C2, 0x00000001, 0xFBFE7617, 0x00000000)

*** SPCMDCON.SYS - Address FBFE7617 base at FBFE5000, Data 00000000

**Bad presentations
cost \$252 Million per day
in wasted time**

The Wall Street Journal



Exercise

25

What are some ideas that you can develop into a more powerful hook?

Wackel Roadmap

Research Audience

Define Your Objective

3 Talking Points

Supporting Evidence

Develop Your Hook

Ask for a Commitment!



pre·sen·ta·tion

Pronunciation: “prE-“zen-‘tA-sh&n”

Function: **verb**



Definition 1a: asking someone to agree with you
b: asking someone to make a decision
c: asking someone to do something

Just ask!

26

What, if anything, is preventing you from taking the next step with me right now?

Introduction

- Hook
- Message Objective
- 3 Talking Points

Body

- Talking Point 1/Evidence
- Talking Point 2/Evidence
- Talking Point 3/Evidence

Close

- Recap Message Objective
- Recap 3 Talking Points
- Ask for a Commitment!



Why?

Purchasing this widget
will help your organization
save \$1.3M this year

Today's Agenda

#1. Tools

#2. Technology

#3. Track Record

Tools



Tools

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

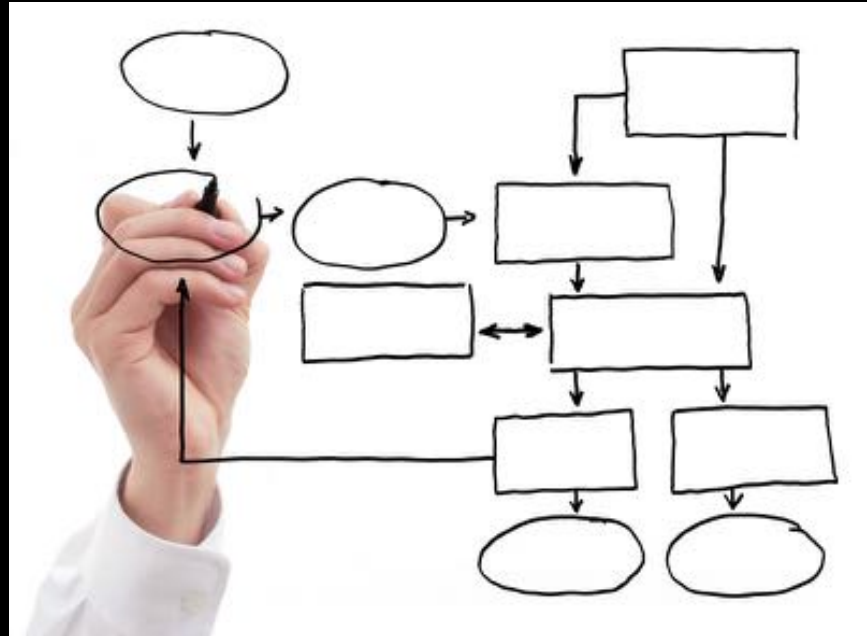
Agenda

1. Tools

2. Technology

3. Track Record

Technology



Technology

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

Agenda

1. Tools

2. Technology

3. Track Record

Track Record



Track Record

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

Review

Purchasing this widget
will help your organization
save \$1.3M this year

Today's Agenda

#1. Tools

#2. Technology

#3. Track Record

Final Question

What, if anything is preventing you from taking the next step with me right now?

Success Formula

#1. Organize Content

#2. Deliver Content

What you say 7 %

How you sound 38 %

How you look 55 %



- ✓ Clear
- ✓ Concise
- ✓ Interesting
- ✓ Relevant
- ✓ Dramatic
- ✓ Energetic
- ✓ Personal
- ✓ Entertaining
- ✓ Humor
- ✓ Warm/Passionate
- ✓ Engaging
- ✓ Inspiring
- ✓ Resonates
- ✓ Professional

How You Sound

29

✓ Passion

You want answers?

I think I'm entitled to them.

You want answers?

I want the truth!

You can't handle the truth!

Son, we live in a world that has walls. And those walls have to be guarded by men with guns. Who's gonna do it? You?



I know what you're thinking. Did he fire six shots or only five? Well, to tell you the truth, in all this excitement I kind of lost track myself. But being as this is a .44 Magnum, the most powerful handgun in the world, you've got to ask yourself a question:

Do I feel lucky?

Well, do ya, punk?



What an incredible Cinderella story, this unknown comes outta no where to the lead the pack at Augusta. He's on his final hole, he's about 455 yards away...he's gonna hit about a 2 iron... I think.

Oh he got all of that one! The crowd is standing on its feet, the normally reserved Augusta crowd, going wild, for this young Cinderella



How You Sound

29

✓ Passion

✓ Filler Words

Filler words

Umm...

OK...

And so...

You know what I mean...

At the end of the day...

How You Sound

29

✓ Passion

✓ Filler Words

✓ Pauses

Professional or Friendly?



Look professional

but

Sound friendly!

Tim's Tips

#1. Biggest opportunity = voice energy

#2. Use your voice as a roller coaster

#3. Pauses = Power

How You Look

30

✓ Eye Contact

Eye Contact

30

#1. Maintain contact for ~5 Seconds

- Small groups – target everyone
- Large groups – paint a “X”

#2. Target the bridge of the nose



Eye Contact

30

#1. Maintain contact for ~5 Seconds

- Small groups – target everyone
- Large groups – paint a “X”

#2. Target the bridge of the nose

#3. Avoid

- Grazing
- Listeners who don't connect

How You Look

- ✓ Eye Contact
- ✓ Use Entire Space
- ✓ Look Confident

Looking confident

- Stand up straight and tall
- Stay away from nervous gestures
- **SMILE!!!**

PowerPoint

31

Should be used to:

1. Visualize ideas
2. Create key points
3. Impress!

PowerPoint

Should **NOT** be used as:

1. Script
2. Handout
3. Data dump

PowerPoint

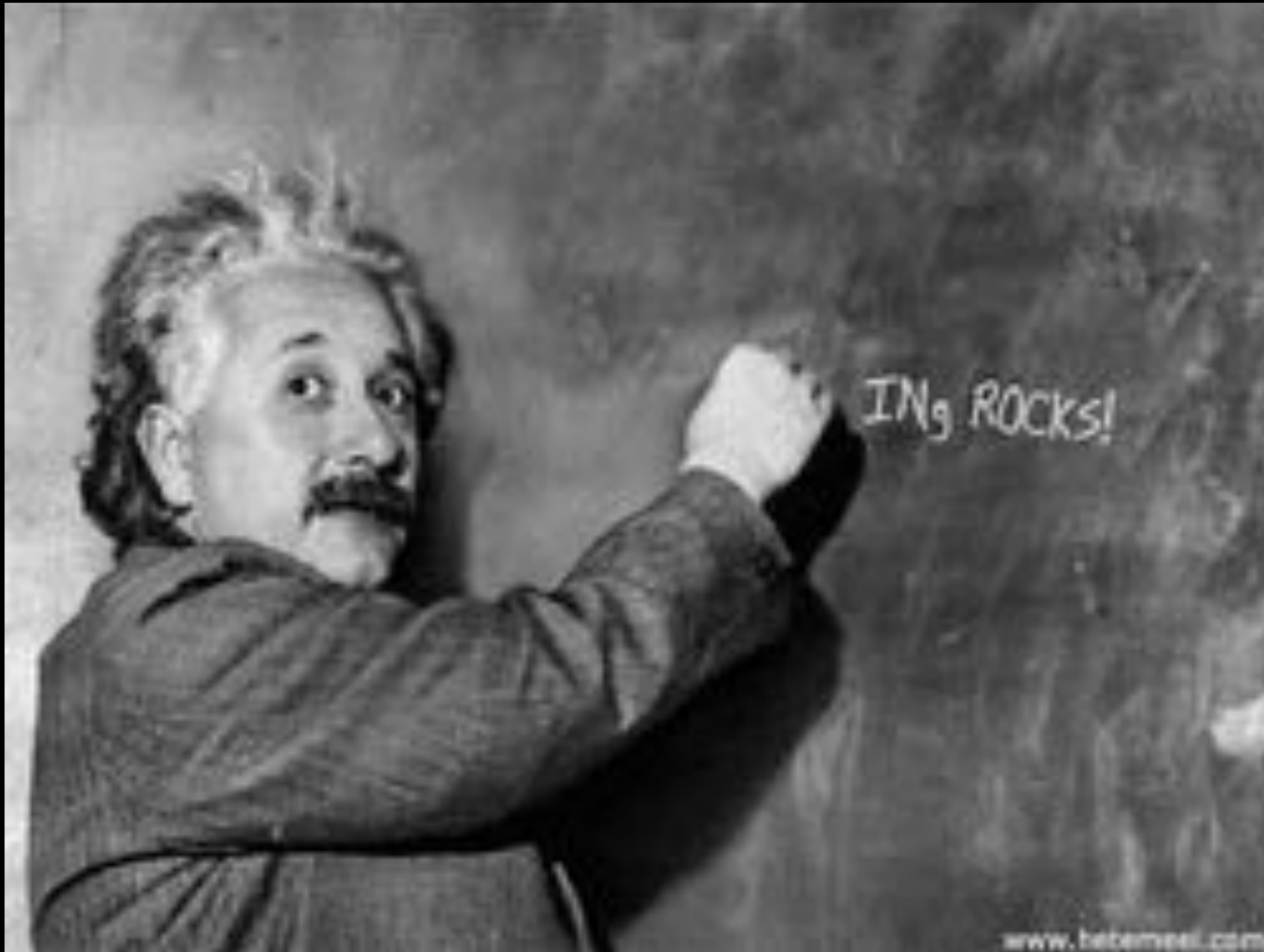
Q: What is the limit of information you should put on every slide?

A: As little as possible!

6 X 6 Rule of thumb:

6 words across, 6 lines down

Have Some Fun!



Final thoughts

Life gets better when
you get better!

30/20/10 Rule



Wrap up...

If you were serious about having
the best career possible,
what would you start doing
differently tomorrow?



TimWackel!