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4 Big Sales Presentation Elements

1. Touch their hearts right at the start.

Your opening story is a big part of it, if it's done well. There's also the idea of showing people that what you're about to talk about is relevant and important right now. Not nice to know, but necessary to know right now. And it's about conveying that you understand the audience. Most people get a presentation wrong because they think it's about them presenting content. But it's first of all showing the audience that you get them, that with integrity, you deeply understand them.

2. Shift their minds.

The second part is shifting people's thinking. What most people do is try to teach. But the goal of the presentation is to actually prepare people to commit to themselves. So it's not about just teaching content. Yes, you should teach them helpful content, absolutely. But you have to keep in mind the idea of shifting the beliefs and the resistances that may keep people from committing to themselves and committing to the next level, in order for them to actually say yes to the offer. And that's valuable in itself.

3. Equip their hands.

After shifting people's minds, you need to equip them with information. This is something you've got to be careful with. Most people do too much equipping of hands, and they actually lose the sale. And it actually does the listener a disservice, because if you give them too many things to do, they're not going to do them anyway, because they're not committed. So teach content that creates decisions.

4. Move their feet.

The final step is moving their feet. That's transitioning to the pitch and actually making the offer, whether it's a direct sell, or whether it's a next step, book a call or the like.

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