



Complex Sales Simplified

Are you selling complex B2B products or services?

Discover the presentation secrets that can boost your close rates by up to 50% in little more than a month

Containing:

- 20 point sales presentation checklist
- Access to a free download presentation benchmark tool
- The only presentation structure you'll ever need
- 9 rules for making close rate boosting sales presentations

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A special guide by Active Presence founder Chris Davidson on the unique **3C Engagement Model**, refined over 15 years and corroborated with a survey of over 4,000 professionals

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Following a successful career in aviation, IT and telecommunications, Chris founded the communications consultancy Active Presence in 2002. The company helps organisations communicate clearly and memorably with their clients.

Active Presence is based in north west England and serves clients in continental Europe and North America, in addition the UK.

Chris follows Goju Ryu karate and enjoys walking along the beach near his home. You can join him on some of his walks via his YouTube channel series, *Beach Walk Insights*.

www.youtube.com/chrisdavidsonuk

Why sales presentations matter more than you might think

“Chris Davidson helped me prepare a critical sales presentation to a key client. As a result of that presentation we won a contract for more than €200,000 of sales training.”

– Heiko van Eckert, Salegro

Time is your most precious asset. You can't buy it; just use what you have. Poor sales presentations are more than a waste of your time. They also lose you business and encourage your prospect to buy from a competitor.

Good sales presentations are a sound business investment

I've worked with enough clients and done enough testing to feel confident in the results my team and I have achieved. Briefly, here's the case.

We've all sat through truly terrible presentations. Translated into a sales environment, the sense of boredom and disengagement generated has a hugely damaging effect on close rates.

Bored prospects stop listening to boring presenters. This negatively impacts rapport, which directly degrades trust. The sales campaign quickly decays into a war of “features versus price” – the last place any sales professional wants to be.

There is a better way and this guide gives you guidelines for auditing your presentations and making immediate improvements.

I wouldn't put my name to this guide unless I had repeated evidence from having helped thousands of sales people responsible for selling complex products or services in B2B markets. Clients who achieve results like Heiko (above) and John:

“Chris Davidson and Active Presence improved the close rates of Mercer's USA sales teams by 25%-50%.”

– John Read, Partner, Mercer

This guide is definitely for you if any of the following sound familiar.

1. Not enough of the pipeline is converting

It's tough out there. You and your colleagues need to make the numbers. If not enough of your pipeline is converting, going after more opportunities is a natural reaction. However, that leaves you with even more plates spinning on more sticks. The overhead of dealing with all that leaves you worn out and unable to focus enough time on the opportunities that really matter. Time is your most precious asset, and how you choose to use it your most important decision.

2. You plough effort into clients who then buy from a competitor

Nothing is more infuriating than putting a ton of effort into a client for them to turn round and buy from a competitor. This guide can help you stop that.

3. Clients sit through presentations without engaging in any meaningful conversation

More often than not, poor presentation structure is responsible for clients disengaging. This guide explains the only sales presentation structure you'll need for the rest of your career.

4. You spend tons of time preparing last minute presentations that fail to ignite interest

It's frustrating that the midnight oil burned in creating last minute sales presentations frequently fails to translate into clients hanging on your every word. This guide will show you a way around that.

In a study of 6,000 sales reps, the Harvard Business Review divided sales representatives into one of four categories, concluding that the 'challengers' were the top performers. Challengers were careful to tailor their message to their audience and actively engaged their clients in educative, insightful and challenging conversations as part of developing long lasting relationships. (Harvard Business Review: *'Selling is not about relationships'* by M. Dixon and B. Adamson.)

I conducted a survey of over 4,000 professionals to find out the biggest challenge people faced in making presentations:

By a considerable margin, **maintaining engagement** was the biggest challenge

The next chapter highlights what a good sales presentation can do for you (and the rest of the guide tells you can go about creating one).

"Chris Davidson provides excellent advice on how to make high impact presentations."

– Neil Ashbridge, Bank of England

What a good sales presentation does for you

“Chris really opened our eyes regarding the extent to which we are ‘conditioned’ to use poor presentation techniques. Time to unlearn what you think you know and start again (almost!)”

– James Dawson, EMC

A good sales presentation can boost your close rates by up to 50% – *without you having to do any more prospecting* – as Mercer and other clients of mine have discovered. Good sales presentations do the following:

1. Ensure people remember your message

The rest of the sales process can be more relaxed and easier if you know you’re delivering presentations your prospects remember. This alone places you way ahead of the pack.

If your presentation is the only one the prospect remembers, you don’t need to have the best offer. Your proposal is more likely to be selected, as it’s the one that’s remembered – the one that’s familiar – the one that’s trusted.

2. Position you as the ‘go-to’ expert

As a spin-off from the above, you’ll become the trusted ‘go-to’ expert in your area. Your ability to engage and explain material in a cogent manner will help people remember your message – and more importantly – apply it to their particular situation and for their benefit.

You will be able to confidently speak at industry conferences and further build your professional profile and take an industry leading role.

“Chris produced a presentation that far exceeded my expectations. It blows people away. I am now in demand as a speaker at leading industry conferences.”

– Mark Taylor, Rockwell Collins

Armed with a good sales presentation you can knock your competitors into the long grass. Good sales presentations deliver a consistent, memorable message. This helps reinforce your professionalism and place you in pole position.

This is exactly what happened to Sanjay Sauldie, founder of the German SEO firm, iROI Strategie:

“I had more than 60 PowerPoint slides when I went to see Chris Davidson. By the time he had worked his magic, I had seven. Our business volumes have gone up by 30% and our turnover has doubled.”

– Sanjay Sauldie, Managing Director, iROI Strategie

In addition to the direct focus of boosting conversion rates, there are additional benefits for those working in larger organisations:

- You get your message heard above the ever increasing noise of every day corporate life.
- You’ll be better equipped to be of relevance to your team, organisation and industry.

The next chapter tells you the rules for creating a good sales presentation.

The rules for creating close rate boosting sales presentations

It's true that there are naturally gifted presenters, just as there are naturally gifted golfers and ballet dancers. However, even the naturally gifted make life easier for themselves by preparing well and using good equipment: that's what this paper is about.

If you carefully implement the contents of this chapter, you'll be well on your way to achieving similar outstanding results as those achieved by Mercer's Health & Benefits division in the USA. By way of reference, the Mercer project comprised a three-day workshop coupled with an online programme. The top 26 sales representatives in the USA attended the workshop and then ran a series of events at their local offices to roll out the programme across the whole country. Careful measurement of business performance on a national basis indicated the close rates improved by anywhere between 25% and 50%. Mercer absolutely loved the approach.

"Chris Davidson's program is a religion in our company."

– Rick Holinshead, Senior Partner, Mercer Canada

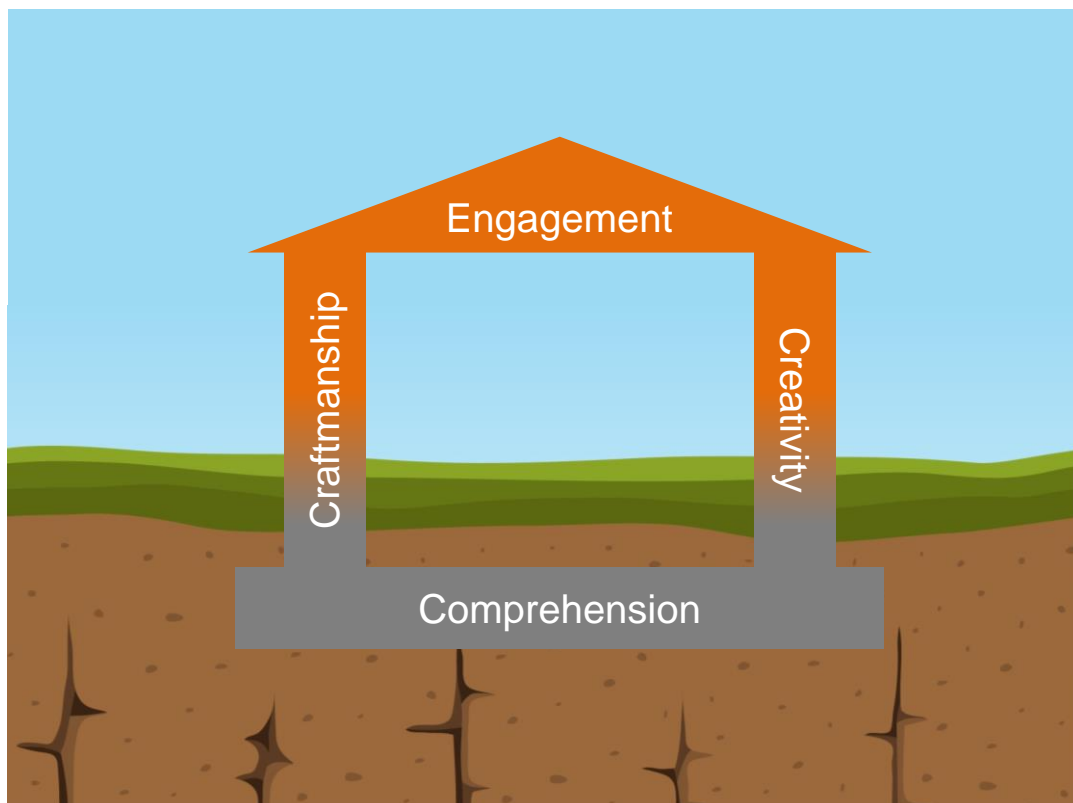
The 3C Engagement Model at the heart of every good presentation

At the heart of good sales presentations you'll find deliberate and precise application of the three C's:

Comprehension – Craftsmanship – Creativity

All three have to be in place for you to successfully engage an audience and close a deal.

When you've sat through a really engaging presentation, the presenter has been using her or his **craftsmanship** and **creativity** to keep you engaged. Their foremost aim has been one of engagement and not flaunting their skill for the sake of it. Craftsmanship and creativity work in concert to help you engage your audience, in the same way the two walls in the picture below work together to support the roof.



Craftsmanship and creativity are built on the solid foundation of **comprehension**. Although the audience is largely unaware its existence, comprehension provides the necessary support for your presentation, in the same way a foundation supports a building.

In business we deliver presentations for the very reason of having our message remembered and acted on. If a presentation fails in this respect, then it's failed in its primary objective.

Here're some rules for using the 3C Engagement Model to build an engaging and memorable presentation.

Comprehension

If you want people to remember your message, you need to have some grasp of how the human brain processes and remembers information. This is a huge area of research and one that's continually expanding. However, here are two really important rules that will always work:

Rule 1 Integrate what you **say** with what you **show**

Make sure what you say complements what you show. The two should not be the same. Neither should it be possible for someone to get the complete message from either what you've just said, or just shown them.

By extending the above logic, it's clear that bullet-point lists are a bad idea. And they are. A truly terrible idea. Quite the worst thing you could have in any presentation. Useful for documents and handouts, but of no value at all on presentation slides.

Rule 2 Ditch all bullet-point lists

There are many other rules and best practice guidelines for improving audience comprehension, but if you make a good job of implementing these two, you'll be well on your way.

Craftsmanship & Creativity

Craftsmanship & creativity is that combination of words and pictures that connects deeply with an audience and draws them close to the presenter.

Powerful, engaging presentations work because the audience receives one, consistent, focused message, in which what the presenter **says** is deeply and seamlessly **integrated** with what the audience **sees**. This simple principle has far reaching consequences, as the total 'presentation' is now both *words & pictures*, and no longer just a PowerPoint file.

For maximum effectiveness, the **script** (what the audience hears) and **graphics** (what the audience sees) have to be constructed hand-in-hand. Sometimes the message will be carried by the script, sometimes by the graphics. This is similar to what happens in music, where the melody of a song may be passed to a harmony part for a few bars. Such a 'trick' serves to keep the audience engaged, and so to with exciting, engaging presentations. The audience has to pay attention, as sometimes they're required to listen intently and sometimes they're required to study graphics closely.

From a **craftsmanship** perspective, the tighter the integration between script and graphics, the better, which suggests you ought to be making good use of PowerPoint's animation and transition capabilities. These allow you to create a seamless graphical flow, which also helps maintain audience engagement. Distinctly separate slides with clunky transitions are a guaranteed turn-off.

Rule 3 Ensure **tight integration** with animations & transitions

Research also tells us that the more we're able to connect our material to the audience's prior knowledge, the greater the chance they'll remember what we're banging on about. This is where your **creativity** comes to the fore.

Rule 4 Make clear, explicit **links** with the audience's **prior knowledge**

You need to be able to tell stories – and tell them really well. They don't need to be laugh-a-minute, drop-dead funny, but they do need to be authentic, engaging and clearly link your material to what experiences your audience has already had. This action helps the audience remember your message – specifically, it helps them transfer the new information you've just told them from working memory to long-term memory.

By way of example, here's a simple story I frequently tell when wanting to illustrate the concepts of working memory, long-term memory and prior knowledge:

I remember many years ago going for a walk in the local park with my brother and his family. My eldest nephew, who was still a toddler, held my hand as we walked past the ducks swimming on the park lake. So far, nothing new for young Sam, he was a contented toddler on an adventure. Then we saw a squirrel – an animal Sam had never seen before. I crouched down beside Sam, told him what it was and told him to be very still. Sam was transfixed. Eyes like saucers, mouth wide open in amazement. The squirrel, like all squirrels in public parks, was very used to being around humans and really got quite close, before finally running away and disappearing up a nearby sycamore tree.

We continued our walk and I didn't give the matter any further thought – that is until my sister-in-law, Sam's mum, rang me a couple of weeks later. Jayne wanted to report a conversation she'd recently had with Sam, in which he'd said to her, "Mum, remember when we went for a walk with Uncle Chris and saw that hamster up a tree?"

Hamster up a tree: what a beautiful illustration of memory at work. Faced with new, inbound data young Sam's long-term memory went on a hunt for prior knowledge. What did this new, furry creature look like? A cat? No. A dog? No. Lion? Nope. Elephant? No. Hamster? Yeah, that'll do: file this experience under 'hamster'. What other prior knowledge can I connect to this experience? (a) Uncle Chris, I know who he is and (b) a tree, I know what they are. Result: "...walk with Uncle Chris...hamster up a tree..."

This is a perfect example. The name 'squirrel' was way too complex for Sam to remember at that age – he'd never heard the word before, never mind seen one close to in real life.

I use this story in client presentations all the time. It's a great way of anchoring how the brain remembers information. It's a story to which most people can relate and it serves well to illustrate the point at hand.

Rule 5 Tell stories (and always carry a 'story capture' notebook with you)

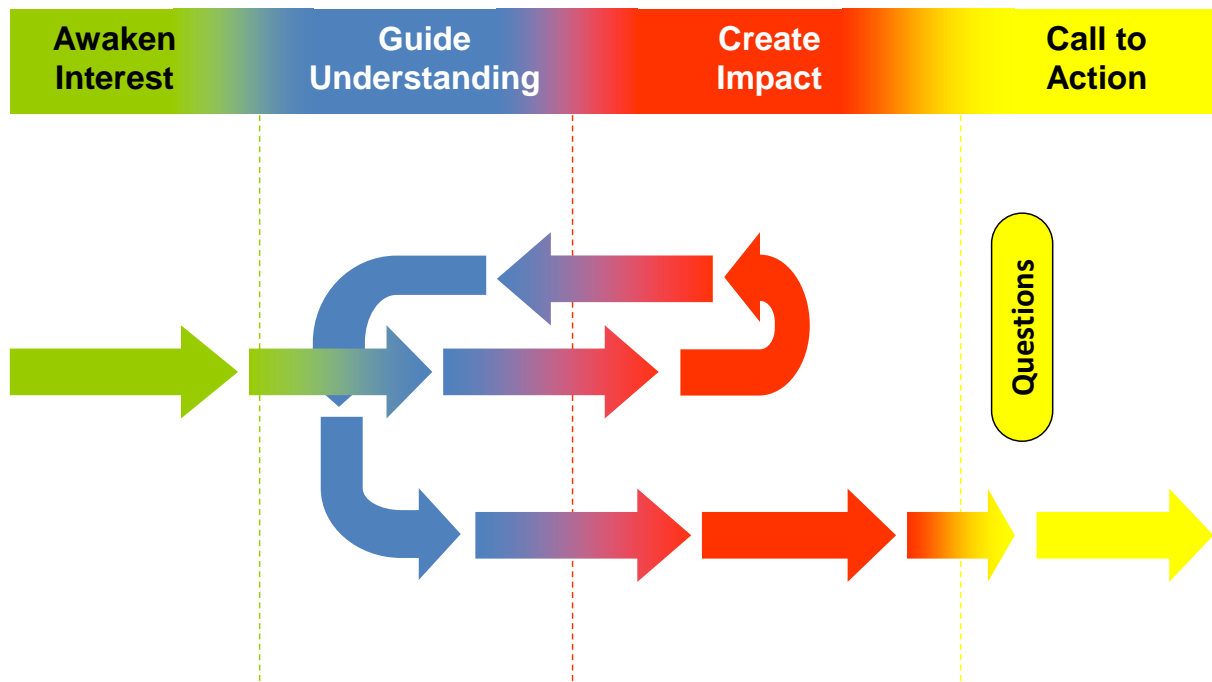
Now that you understand the importance of the three C's, let's move on to look at the final critical aspect of creating an engaging and memorable presentation: structure.

The only presentation structure you'll ever need

Structure is important. It helps your audience remember your message and it helps you keep on track, too. The diagram below shows a structure that'll work for the vast majority of business presentations.

The most important point to remember in preparing any presentation is that it's **all about them** (your audience) and not about you. You will be well on your way to delivering a successful presentation if you focus on making your content useful to them.

Seek to answer the audience's unvoiced question **"What's in it for me?"** using the minimum amount of your material to make your point.



Many presentations that lack good structure also lack a clear objective. It's difficult to structure your material if you don't know where you're heading.

Too many times clients start from the position of *"We want to give people a general introduction to our company [blah, blah]."*

Why? Surely that's what your website does. They know your professional credentials from reading your LinkedIn profile. They know what your customers think about you because they've tracked you down on Facebook. They know whether you deliver good customer service or not because it's all over Twitter if you don't.

Don't waste your prospect's time with a general introduction. They won't thank you for it. Time is their most precious asset (as well as yours). Use it efficiently.

Let's go through the model, piece-by-piece.

Awaken interest

Your first responsibility is to awaken your audience's interest. No presenter has ever done this by taking everyone through the meeting agenda or company history. It's not going to cut the mustard. Think of going to the theatre. West End or Broadway shows don't stutter their way into existence. The curtain goes up, the lights come on and bingo, it's show time!

Rule 6 It's all about **them** (so answer their question, "What's in it for me?")

You really don't need, "Good morning", "Good afternoon", "My name is" and "I'm from [insert company name]."

This will send your audience to sleep. It has nothing to do with them and everything to do with you. So no "Good morning". No "Good afternoon". No "I'm delighted to be here today". Forget all that. Walk on and do something or say something that is immediately engaging and relevant to the audience that gets them on your side. You need to get this done in under a couple of minutes.

Some ideas for engaging openings

Quote a news headline, or comment on something highly topical This demonstrates that your material is up to date and works well, although it takes time to research. It works best if you can make a strong link to your audience's needs.

Ask a question Although many people do this, it can be double-edged sword, to the extent that it immediately hands control to the audience.

If you want to open with questions, make them rhetorical, for example: "*I wonder how many of you here today...*" and then answer the question as your presentation progresses.

Quote some surprising statistics This can be a very powerful way to start, and a great way to establish your credibility. The trick lies in coming up with material that even the experts in your audience don't know.

Make a dramatic claim If you can substantiate your claim with solid information and illustrate this throughout your presentation, this can also be a great way of getting engagement early on.

No matter how you choose to start, it's important that you know your opening off by heart. The whole thing, from start to finish should be approximately 90s long, which equates to roughly speaking 200 words. That's short enough to memorise and long enough to do the job.

Rule 7 Have an engaging opening, memorised and ready to go

Guide Understanding

Once you have delivered your awakening interest statement and engaged your audience, you can guide their understanding of your content.

With respect to public speaking and speech writing, the 'Rule of Three' is frequently highlighted. People find three (or five) things reasonably easy to recall, if they're well presented. Repeating messages three times helps drive them home – see the Gettysburg Address for an excellent application of the Rule of Three:

"...government of the people, by the people, for the people"

I have seen two high-ranking corporate executives deliver presentations which were in effect long lists – way too long for anyone to recall and take action on at a later stage. I've altered the titles a little to protect the guilty, but their presentations were:

The Top 10 Strategic Initiatives

The Top 13 Leadership Skills

In both instances the executives were presenting at large conferences, prior to a refreshment break. Over coffee I asked delegates how much they could recall: nobody could recall more than three points from either presentation. What a terrible waste of opportunity, time and effort.

Rule 8 Use the 'Rule of Three' and stick to delivering one key point

The first important step is to quickly cover the totality of what you are going to present. Having done this, you can return to the beginning and go through it again – piece-by-piece – in greater detail. Think about peeling an orange. You need to get around the whole surface of the orange very quickly in one go, so everybody sees the whole orange. Then you can consider each segment on its own.

Rule 9 Peel the orange before you serve the individual segments 😊

Create Impact

Referring back to the orange peeling analogy, you're now dealing with the innards, segment by segment. You've awakened their interest, you've presented the overview from start to finish and now you're addressing each of your points, one-by-one.

As you deal with each point, you want to create a point of impact to drive your message home into long-term memory.

This is where your stories come in – case studies, examples, client experiences – they are excellent pile drivers for creating impact.

Focus on making your stories as relevant to the audience as possible. This will help address any potential objections, segment by segment, as you progress through your material. By the time you reach the end, there really shouldn't be any other questions – however, you still want to give people the opportunity to ask, and how to do that is covered next.

Questions – deal with them before the call to action

The vast majority of times, people finish their presentation, and then say, "Are there any questions?" This is precisely the wrong thing to do. It hands control to the audience, who can then open the whole thing back up again. What a can of worms. If an audience member disagrees with the presenter, there's fair chance that his or her voice will be the last one the audience hears. No presenter wants this.

Deal with questions as you go along and also provide a final opportunity, in advance of your call to action. Here's how:

"I do have some concluding remarks ladies and gentlemen, but now would be a good time to handle questions if there are any."

This lets your audience know that you've finished presenting your content, but not your entire presentation. You can always add an additional qualifier, such as, *"We probably have time for three of four questions."*

Call to action

Your call to action (C2A) is another part of your presentation that you absolutely ought to know by heart. It takes up the last 35–40 seconds and directly follows the Q&A. Here's the linkage text, *"And so, in conclusion, ladies and gentlemen [insert C2A]..."* From then on you have about half a minute before their brains have gone and they are mentally out of the room. Thank you, goodbye. End of meeting.

"A step function change in preparing and delivering presentations."

– James Saull, Conchango

If you apply these rules with great craftsmanship and engaging creativity, you'll be good to go. The next chapter highlights three big mistakes I see many presenters make, which impact their close rates.

Three big mistakes that impact close rates

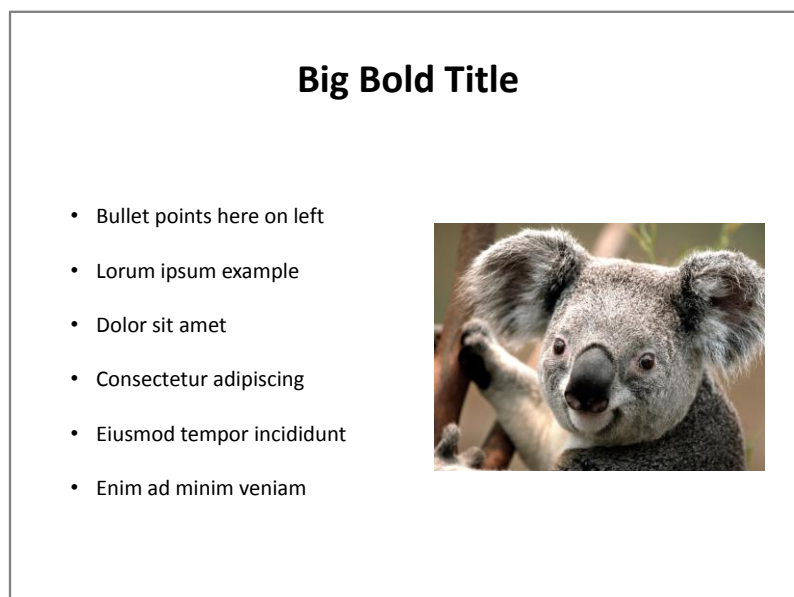
Applying everything from the previous chapter will leave you very well placed to have people remember your message.

Some of the points made in this chapter have already been briefly addressed. However, these three mistakes are both so commonplace and damaging that they merit special treatment.

Mistake 1) Incorrect use of images

Belief: "Including an image helps people remember my message"

I frequently see slides laid out like this:



The image, although not often a cuddly looking koala bear, is almost always disconnected from the text. People have been led to believe that "...including an image will help the audience remember my message..." Not if it's done like this. This just leaves an audience confused and one step closer to disconnecting from you and your material.

Generally speaking large, full-slide images work better than one taking up a portion of the slide. If the reason for the image is not immediately obvious, its relevance must be explained by the presenter.

Mistake 2) Using bullet-point lists

Belief: People think 'show & tell' helps people remember

I've already commented that the predominant use of bullet-point lists is the highest ranking crime of audience abuse. Here's more of an explanation to hopefully persuade die-hard bullet-point fans. Many presenters mistakenly believe there to be benefit in **showing** the audience words at the same as **saying** them. This 'doubling up' of the sensory input (simultaneous *seeing* and *hearing*) works against the audience remembering your message – here's why.

The human brain cannot multitask. You cannot both read and simultaneously listen. Attempts to do so result in the brain rapidly switching between reading and listening. There are several side effects. One is that the switching function has a processing cost, so the brain is not being as effective as it could be. The second, is the reduction in processing capability of working memory, in respect of its ability to construct clear visual and audio models of the presenter's message.

Ban yourself – and your colleagues – from using bullet-point lists in presentations.

Bullet-point lists have their place. You can use them in documents like this, and also in your prompt notes – just don't put them on the screen.

You can show text to your audience – but make sure you give them time to read what you show (and remain silent while they do it). This is appropriate for client testimonials, like this one:

“It will change the way you work – paradigm shift in your mind in a very practical way.”

– Hans Krebs

Mistake 3) Attempting to tell the audience everything you know **Belief: If I throw enough mud at the wall, some of it will stick**

If you want to be seen as the expert and thereby influence a particular outcome, displaying the full depth and breadth of your knowledge might seem a reasonable course of action. However, your sales presentation exists to progress a sales campaign, and every element of it should aid that objective.

This is a really important point, so forgive me if I take to the pulpit and do some preaching for a moment. I come across this time and time again, and it's important to get this cleared up and put to bed once and for all.

When I'm working directly with clients to create new presentations, it all too frequently becomes evident that they don't have a clear objective in mind. They know the overall objective is to 'win the business', but they frequently haven't considered the precise contribution they want the current presentation to make towards that overall objective.

I've already commented that time is your prospect's most precious asset, so use it wisely.

The clearer and more specific you can make the purpose of your presentation the easier it will be for you to stay on track and add value to your prospect's day, while still moving closer to your objective of closing the deal. We all know that complex B2B sales tend to be long, drawn out affairs, with multiple stages, review boards, etc.

It's useful to develop some intermediate steps that help develop a trusting relationship between you and your prospect. For example, let's say your company sells and installs new central heating systems for commercial premises. A measurable objective for your presentation early on in the sales process might be to get the prospect to sign up for a free, no-obligation efficiency review of their current system. Part of this review would show them how much money they could save by installing one of your systems. The review would also help you further qualify your prospect and weed out the tyre kickers from the genuine prospects.

The lack of a clear objective is the most common reason for sales presentations failing.

The next chapter draws together all the content into a checklist for creating a good sales presentation.

Checklist for creating a close rate boosting sales presentation

This chapter draws together all the content and presents a checklist you can use to audit your own presentations.

1	The presentation serves one, clear objective	
2	The presenter has memorised an engaging opening (of approx. 90s)	
3	The content is summarised early on	
4	The main content is presented in easily digestible chunks	
5	Selected stories fit well with the audience's prior knowledge	
6	The presentation has a clear call to action	
7	The presenter has memorised the call to action	
8	There are no bullet-point lists (other than in handouts or presenter's notes)	
9	The visual display is a continuous experience for the audience (and not obviously chopped up into separate slides with clunky transitions)	
10	What the presenter says is integrated with what the audience sees	

- | | | |
|----|--|--|
| 11 | Animations are integrated with the presenter's message | |
| 12 | The presenter can deliver fluently, in sync with the slides
(and knows all the click-points, transitions, etc) | |
| 13 | Key messages are identified and repeated during the presentation | |
| 14 | There are multiple opportunities for the audience to ask questions
(Necessary for sales presentations, inappropriate for large stage conferences) | |
| 15 | There is a clear place for final questions to be addressed
(prior to the call to action being delivered) | |
| 16 | Corporate banding is kept to an absolute minimum
(Ideal: logo at the start/end, with central slides devoid of any branding) | |
| 17 | Images are high quality and full screen, with minimal wording | |
| 18 | Client testimonials are included, one per slide
(and large enough to be easily read by people at the back of the room) | |
| 19 | Slides are not numbered | |
| 20 | A separate handout has been prepared (if required)
(Slides are not to be handed over to clients) | |

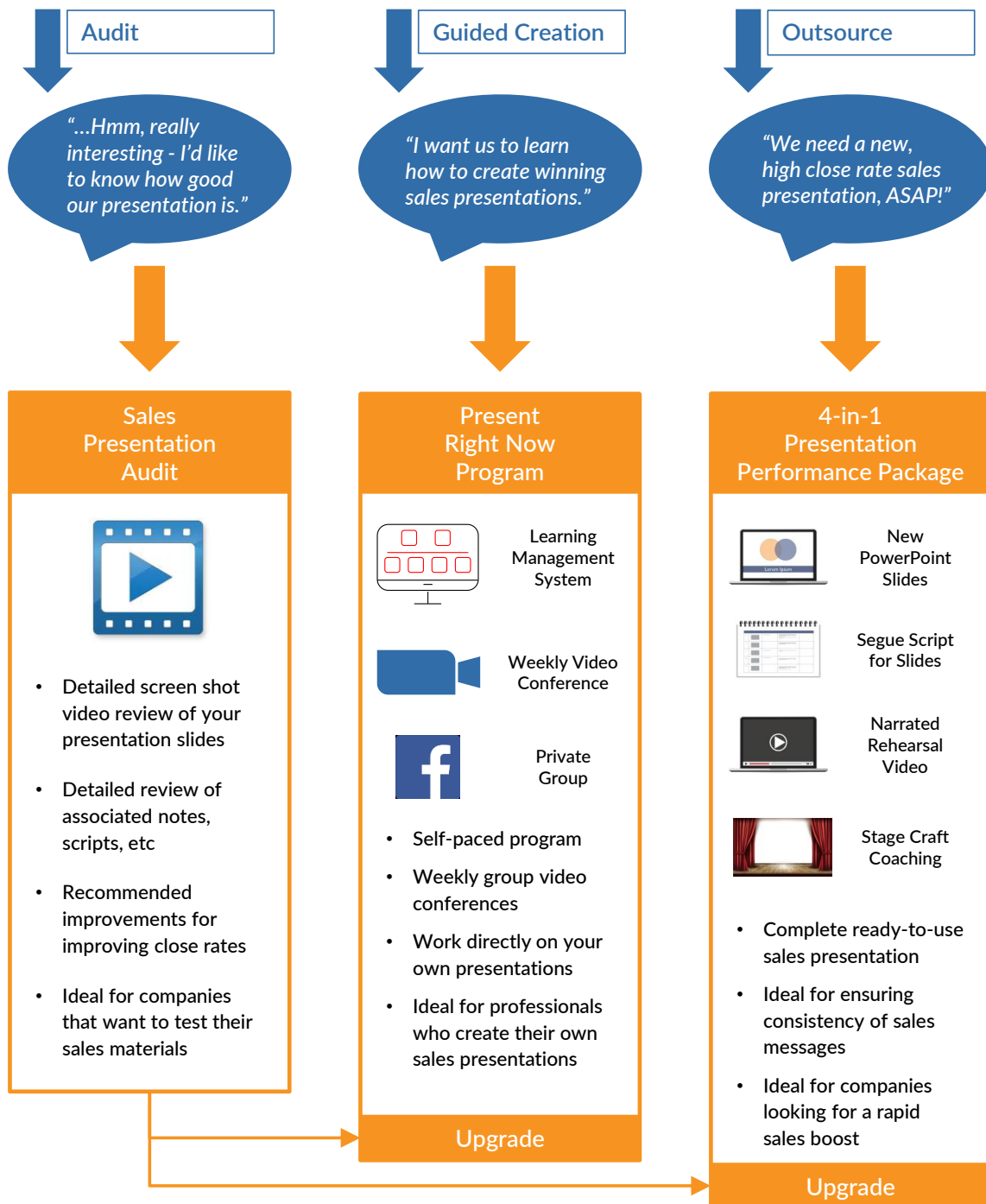
Use our interactive presentation benchmark tool next, to rate your existing presentation. Go to the web page below to download your free copy and get an objective, numerical score for your sales presentation.

www.activepresence.com/benchmark-tool

This guide has presented you with a condensed version of our approach to creating and delivering highly memorable and engaging presentations. If you've read it from cover to cover, then you're in a good position to have a crack at some DIY sales presentation creation.

The diagram below shows how we can help you along the way by auditing your current presentation, improving your presentation skills, or creating a brand new presentation for you from scratch.

Start from wherever you are and we'll get you where you need to be:
in business with a high close rate sales presentation



Audit: Our sales presentation audit provides you with a detailed video review of your existing sales presentation and gives recommendations as to how improvements could be made. This is ideal for those who want to improve their existing sales materials and want to know where to invest time and resources.

Guided Creation: This is an online education programme, during which I support your learning with regular group video conferences. The important point is that at the same time as improving your own presentation skills, you'll be creating your new sales presentation. This is ideal for professionals who are expected to create their own sales presentations and need to maintain a flexible schedule.

Outsource: This is ideal for companies looking for a shortcut to boosting their close rates. This is the quickest way of you getting your hands on a brand new, high close rate sales presentation, complete with a segue script and all training and rehearsal aids.

This guide presents a new way of looking at sales presentations, which has been proven to improve close rates. Although I've been in business since 2002 and published several books on various aspects of workplace communication, it's quite possible that you don't know who I am and might want to know more about me, prior to deciding whether you should trust me and the results I've helped other companies achieve. Here's a bit more about me.

So why should you listen to me?

My eclectic background gave Active Presence a wonderful foundation from which to help people like you. Here's a quick overview of everything that I put into the cooking pot when I decided to build a business helping people communicate more effectively.

Draughtsmanship

I studied mechanical engineering and went on to have a career as a Chartered Engineer. I was taught formal drafting skills at a traditional drawing board, with parallel rules, set squares, pencil and paper.

So what? I know how to create images that unambiguously communicate essential information – a different and distinct skill from 'graphic art', which has a different focus.

20+ Years in IT, Aviation and Telecoms

I enjoyed a successful career in complex industries, including establishing a technical consulting services division in the aviation sector.

So what? I can handle techies doing the whole geek-speak thing. In fact, I can even help them speak English to your clients.

Vocal Understanding

My father was an ear, nose and throat surgeon and I sang close harmony a cappella music for many years. I have a deep understanding of the human voice and how to use it to fill a large acoustic space with minimum effort, something many clients find very challenging.

So what? I can listen to presenters' voices and coach them in detailed vocal changes which will make them sound more confident and engaging. This helps lower stress levels and helps people communicate more effectively.

Understanding of Performance

I've written and directed some amateur stage shows. I know how to get people on/off stage – how to make a commanding entrance and a graceful exit. I know how to introduce people, how to start and close a performance, and how to engage an audience.

So what? Few people realise their presentation begins before their first slide and before they've said a word. I can help you get that nailed too, so you get off to the best possible start.

Closing Remarks

If reading this guide has provided you with sufficient guidance and inspiration for you to critically examine your sales presentations and overhaul them where necessary, then it's done its job and I'm delighted.

The more we all work to improve our communication skills, the more business gets done, the more jobs are created, the more the economy grows, and the more successful we all become.

“Chris is an excellent speaker and coach. His seminar on how to make sales presentations was both informed and inspired. He dealt with questions from the floor in an intelligent way and adapted his presentation to match the interests and needs of the group. In not only stating the how but also the why, I believe his methods will have a long lasting impact. I highly recommend Chris as a speaker and coach.”

– Scott Horsfield, Freelance Producer and Board Director of EVCOM

If you're happy carrying on as you are, I wish you the best – you know how to contact me, if you believe I could be of service at some future date.

I'm easy to find online and you can verify my credentials without difficulty.

My LinkedIn profile can be found here:

<https://www.linkedin.com/in/presentationexpert>



“Chris is the consummate professional and his attention to detail is second to none; he really is one of the very best in his field. As important for me, however, is that Chris is an absolute delight and a pleasure to work with!”

– Sarah Perris, Perris-Myatt Media Training Specialists

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My thanks to those clients, close advisors, colleagues and friends who helped improve this document immeasurably by generously donating their most valuable asset to review earlier versions. Their generous spirit has helped produce something which I earnestly hope will benefit all future readers and presenters.

– Chris Davidson, West Kirby, UK, July 2017

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