

**Keith Warren – Andy Bounds Ltd**  
**Getting Results Every Time You Present**

**15 January 2008**

Well what a new and interesting way to present information to clients!!

Keith was a vibrant and engaging speaker and made us think differently about how we should make the most of our selling and presentation skills. The usual presentation style of PowerPoint slides beginning with Company history and ending with the bulleted summary was challenged in a very interesting way.

Clearly the key to any good presentation is to have an interesting and captivating title, which will make the client want more. Your presentation should have the key points at the top of the slide with single entry points below. Keith's advice was to summarise the presentation at the beginning!! Yes, I know he said start with the end of the presentation and work forward – but his points made a great deal of sense. At the beginning of any presentation, everyone is keen and alert so state your key points.

Ever wonder why you leave a presentation knowing when a company was formed and how many employees it has and cannot really remember the core summation? Well, put it bluntly you were probably, tired, bored and distracted and your attention had waned towards the end. By setting up your summary at the beginning you should engage the client to wanting to find out how they can achieve the results AND they won't forget it as easily. It will be with them like those good old Company facts you never seem to forget!!

Essentially what we must try and do is to:

- Become a brilliant presenter;
- Engage the audience immediately, and throughout the presentation
- Make the content of your talk persuasive
- Be clear and succinct
- Use PowerPoint differently – engage interest
- Using the 4 methods that increase Long Term Memory

I had a presentation a few days after Keith's talk and was wary about changing my style of presenting, but you guessed it.....I tried it and it worked!

Try it and you could also get more tips from Andy's book – 'The Jelly Effect'!

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