







Agenda

- **Create your core content**
- Start with a killer opener
- Command with your body
- Convince with your voice
- Appear confident and credible
- Keep the audience captivated
- Tailor your approach
- Stay on schedule
- Answer any question
- Close to applause

Create Your Core Content

- Create an irresistible menu
- Create a blueprint
- Map out your message



Identify What They Want

- What worries you?
- What's your biggest challenge with that?
- What are some of the problems it is causing?
- What's your ideal outcome?
- What would getting that outcome do for you?

OK Agenda

- Can leasing provide solutions to challenges facing banks?
- Are these risky assets?
- Review the leasing value proposition for your customer
- Examples of local market opportunity
- Marketing approaches and discussion points

Better Agenda

- Expand your loan services
- Lower your loan risk
- Mine existing relationships
- Meet your customers' needs
- Get a supportive partner

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Start With A Killer Opener

- Get them to trust you
- Get them to believe you
- Get them to listen to you



Actual Openers

- “Can everybody hear me?”
- “I’ll talk for about forty-five minutes or so.”
- “I know you’re all very busy.”
- “I’m very glad to be here.”
- “I’m a graphic designer.”
- “All right, I just want to start with a little story . . .”
- “Hey. So, first and foremost, I really want to, um, thank everybody.”
- “Probably the first thing I should tell you is . . .”
- “You guys are awesome.”
- “Uh, all right, before I get started . . .”
- “So, I have been up here a few times today, although I have not properly introduced myself.”
- “All right, let’s get started.”

5 steps to a killer opener

1. Introduce yourself
2. Give your credentials
3. Give the hook
4. Introduce the circle of knowledge
5. Summarize your takeaways

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Command With Your Body

- Take a strong stance
- Move purposefully
- Master eye contact



Communication Percentages

- 7% comes from:
What You Say
- 38% comes from:
Tone
- 55% comes from:
Body Language & Facial Expressions

Top Body Fidgets

- Moving hands around without purpose
- Putting hands in pockets
- Pacing back and forth
- Defaulting hands near abdomen/chest
- Shifting weight
- Crossing legs or arms
- Covering any part of the face with hands
- Rubbing or touching body
- Loosening collar
- Too much mouse or scrolling

Top Facial Fidgets

- Blinking too much
- Laughing inappropriately
- Darting eyes away from audience
- Making eyes bigger for no reason
- Raising eyebrows for no reason
- Giving smirks with mouth
- Showing disdain with eyes

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Convince With Your Voice

- Choose your words wisely
- Master the use of pace, volume and inflection
- Practice your tone



Top 10 Fillers

- So
- And
- All right
- Ok
- Like
- Now
- Well
- You know
- Right
- Um/Uh

Remove Fillers at the Beginning

Instead of	Say
"It's a very important point, and did you see the recent figures from yesterday?"	
"Is everybody here? All right, let's get started."	
"The last step is to send an email. Okay, are there any questions?"	
"This is good business. Now, the important thing here is revenue."	
"Our schedule is wide open. You know, we can be more aggressive."	

Remove Fillers in the Middle

Instead of	Say
"We have like a million pounds."	
"That's just, you know, how it is."	
"You can buy, uh, lots of things."	

Remove Multiple Fillers Strung Together

Instead of	Say
"And, it's like, we need to sell some more products now."	
"All right, so the next step is imports."	
"And, you know, this is no surprise,"	

Eliminate Words That Imply Deception

Instead of	Say
"Frankly, this improvement is very helpful."	
"To tell you the truth, this is a very effective product."	
"Your audience will never respond to that."	

Find Alternatives to Negative Words

Instead of	Say
"You're on the right track, but your customers still need more attention."	
"You're doing a good job, but you need to hit your deadlines quicker."	
"You're a good employee; however, you need to work on your communication skills."	

Find Alternatives to Controlling Words

Instead of	Say
"Do not forget your customer."	
"Don't go off track."	
"You really should think about that."	
"When you're trying to get their attention, you should try pausing."	

Need of Audience (How they need to feel?)	Ways to satisfy need
Excite/Build Enthusiasm "This is going to be your first milestone for our project and it's going to be where you'll find at the majority of key information."	Inflections - Up ; Volume - Up ; Pace - Same or Up
Stress Importance •"This indicates to other students that you're the leader for this project."	Inflections - Up ; Volume - Down ; Pace - Down (Pause)
Distinguish/Callout "You only need to address this piece once per quarter, but you need to handle the other side every single week."	Inflections: Up/Down Volume - Vary Pace - Vary
Engage "When you create your disposition, this automatically updates the student status."	Inflections - Vary Pace - Pause or Vary Volume - Vary

Need of Audience (How they need to feel)	Ways to satisfy need
Built Comfort "There are 3 ways to get buy-in on your idea. Make note...One, start with the "why". Two, explain the "what it". Three, tell them how they'll get it."	Inflections - Deep & Resonant Volume - medium Pace - Even
Urgency "Make sure you click the task button when you're done. All the nice work you've done getting the projects the way you want them will not go into action until you press task ."	Inflections - Down Volume - Vary Pace - Vary
Confidence/feel good success "We have become well acclimated with using these reports. <pause>. They've made us very fast at finding information during our research <pause> and now you won't have to dive into the folder <pause> every time you need to know something. <pause>"	Inflections - Up and then Down, Deep voice Volume - moderate ; Pace - Pause

Steps to Improve Your Tone

1. Write out something you' ll say.
2. Circle Key words.
3. Figure out how you want audience to feel when you say those things (see table)
4. Determine what should happen with tone (see table).
5. Try it and say it out loud. Initially, exaggerate these things.
6. Determine how to supplement with body language.
7. Try it on the fly – write it out, then read it, record it & analyze.
8. Practice until you can do it without having it written down.

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Appear Confident And Credible

- Use confident language
- Speak in a confident voice
- Use your physical presence



Avoid Terms of Uncertainty

- I think
- I hope
- I guess
- I feel
- Perhaps
- Maybe
- Try
- Kind of
- Sort of
- If you'll humor me
- Let me

Use Words That Show Conviction

Instead of this . . .	Say this . . .
"Maybe I will talk about that later."	
"You know, I really hope to do this."	
In response to a question, "Well, it's sort of like that . . ."	
"I guess you could say that."	
"Let me give you an example."	

Use Directionals to Establish Leadership

When you want them to:	Avoid saying this:	Instead say:
Look on a certain page	"I would go ahead and turn to p. 5 in your handout."	"Turn to page 5 in your handout."
Read a page	"So, I want you to read the 2 nd paragraph on p. 3."	"Read the 2 nd paragraph on p. 3."
Look at their screen	"If you take a look at your screen."	"Look at your screen."
Look at your screen	"If you wouldn't mind, look up here so I can show you..."	"Look up here."
Do something on their screen	"And we're going to open up that window."	"Open up that window."
Think about something	"I'd like you to think about something."	"Think about that."
Discuss something	"I want you to talk discuss that with your neighbor."	"Discuss that with your neighbor."
Write something down	"Now, you can make a note that this will happen next week."	"Make a note that this will happen next week."
Highlight something	"All right, a couple of things I	"Highlight those two

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Tailor Your Approach

- Tailor to their needs
- Tailor to their world
- Tailor to the type of audience



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Stay On Schedule

- Create a timetable
- Direct the questions
- Adjust as you go



Say More With Less

Convert This:

“You’ll notice we actually have a picture of the key landmarks...as we mentioned, the landmarks have a description type...what I create in my supervisor routine is going to display here as a description type in the landmark. This is one place where the description type is going to show up, in the landmark survey.”

To This:

“Take a look at this picture. (Pause) Do you see the landmark survey? (Pause) That’s where the description type shows up.” (Pause)

Set a Questions Boundary

“I’m going to answer all of your questions.

- *If it’s a question for everyone, I’ll answer it right away.*
- *If it’s a custom question, I’ll answer those at 3:55 for you and anyone interested.*
- *Let’s get started...*

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Answer Any Question

- Field questions
- Respond to questions
- Conclude questions



Respond to questions

Step 1: Paraphrase

- “Sounds like you’re asking...is that right?”

Throughout all of the following, maintain a neutral/calm tone; stand still with hands to sides; look at asker.

Step 2: Thank the asker

- “Thanks for bringing that up.”

Step 3: Handle the question

Give a good answer

- “Did everybody hear that question?”; Answer question

Say “I don’t know”

- “I have a few thoughts on that, but I want to make sure I get you the exact answer you’re looking for. Go ahead and write that down. ...I’ll have an answer for you by the end of the session.”

Postpone the question

- “Go ahead and write that down. *(You write it down also)* Let’s talk about that at 4:30 for you & anyone else who would like to join us.”

Step 4: Show you met the need

- “Does that sound ok?” (if you didn’t answer it)
- “Does that answer your question?” (if you did answer it)

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Close To Applause

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- Address remaining questions
- Part with warm words



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Thank You!

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