

PROEDGE  SKILLS, INC.
Be a Cut Above



Get Them Marching[®]

Presentation Skills

Sell More • Lead Better • Teach Faster



Sell More. Lead Better. Teach Faster.

“When Pericles spoke the people said, “How well he speaks.”
“When Demosthenes spoke the people said, “Let us march!””

Presentations are power. I have two goals for you in this program:

1. Feel the Power this framework unleashes
2. Get Your Audience Marching in-person, online, or in video

I have honed this framework since 1994 by:

1. Making technical presentations as an Actuary (Do not let this scare you.)
2. Selling to win business for ProEdge Skills
3. Leading ProEdge Skills and other organizations
4. Teaching clients to sell more, lead better, and teach faster in diverse industries

Powerful Presentations Meet 2 Criteria:

1. Easy for you to remember
If you can't remember your presentation, how could your audience?
2. Exciting for you to deliver
If you're not engaged by your presentation, how could your audience be?

Powerful Transformations Can Be Fast

In a live workshop setting, attendees have just 15 minutes to redesign a presentation after learning the content in this framework. The Insurance Example demonstrates this.

Set Your Expectations High Set Traditional Practices Aside

If you do, I promise you will be amazed by your presentations.
You will Get Them Marching and Feel the Power.

Best,



Apply the Framework

1. Goal- What do you want them to do/feel/believe?

2. Skinny Minnie- Brainstorming worksheet on next page.
Problem/Opportunity, Solution, Benefit, Proof (optional)

3. Spice it Up! Use 3 different Spices from the Rack
Analogy/Metaphor, Story, Humor, Repetition, Anchors, Involvement

4. Open Strong- *Headline, Quote, Shocking Statistic, Question, Story..*

Get Them Marching®

3 Steps • 13 Videos • with Mary Sandro



<u>Problem/Opportunity</u>	<u>Solution</u>	<u>Benefits</u>	<u>Proof</u>