

**Subject: SpeakerFrippNews January 22, 2004: Power Pitching & Personal Connection**

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Dozens of factors figure into your prospects' final decision, whenever and whatever you're pitching for your company. You create a competitive edge when you establish a personal connection. You must connect emotionally and intellectually, so they like you and trust you . . . more than your competitors. They're just like you; if you don't trust the messenger, you don't trust the message.

How do you get the Personal Connection edge? Do the following:

**Focus:** It's all about them! If your presentation does not respond to their concerns and you just grind on with a prepared presentation that is not focused on their concerns, or you are too technical for the audience, they will decide that you don't care about them or their problems. Don't do any of the above. Rather, pick up on their concerns, and address them.

**Be Confident & Sincere:** If you appear nervous or unsure, you may seem devious or incompetent.

**Eye Communication:** Look each person right in the eyes for a complete thought or sentence as you talk convincingly about your ideas and your company's solutions. Your eyes darting about the room is not connection or communication. Smile.

**Divide & Conquer:** Shake hands with everyone . . . and look them in the eyes as you do it...when they enter the room. Connect with them so you see them as individuals. You will both feel more comfortable and you will become more memorable to them. (People are usually shyer of groups of strangers than in one-on-one contacts.)

**Technology:** Use technology (PowerPoint R) to enhance your presentation, not drown it. It can help keep you on track; but, it cannot establish trust.

**Keep It Simple & Memorable:** When your prospects debrief

after your presentation, you want them to remember what you said more than anything your competitors pitched. Therefore, summarize your key talking points into snappy sound bites that are easy to write and remember. Make them interesting and repeatable. What are the three to five key points you want them to remember about your product and you?

**Avoid Jargon:** Steer clear of overdoing technical language and jargon. Rehearse your presentation well in advance with your spouse across the dinner table or a team member at work. If there is anything they don't understand, you are not focusing on their interests or you are making it too complicated. Your goal is to be understood and sound conversational as you do it.

**Tell Great Client Success Stories:** People learn to resist sales presentations, but no one can resist a good story. "Imagine four months from now you'll come to work and..." Paint your prospects' picture of less frustration, more reliability, and cost effectiveness. "I don't know what that would do to your life and bottom line, but our clients tell us..." then add satisfied stories. Use the Situation, Solution, Success formula.

**Rehearse:** The first thirty seconds and the last thirty seconds of your presentation have the most impact. Invest your time to create something original and interesting at the beginning and at the end. Then, commit them to memory. Do not shortchange your rehearsals. Three to five rehearsals won't do it. Thirty to fifty rehearsals put you ahead of your competitors and give you even more confidence.

**Buyer Hell:** Imagine you are in Buyer Hell. You listen to sales reps that all look the same and sound the same. Another day, another proposal, another supplier, another presenter. They go on for hours, although it seems like weeks. Consider Buyer weariness in listening to one presenter after another that follows the same outline: "Good morning. My name is Sally or Steve. My team is Tom, Dick and Harriet and we are here to talk about X." You may find this a bit boring; your audience finds it extremely boring! Don't do it.

**Bottom Line:** Everything else being equal, you're way ahead of any of your competitors when your prospects relate to you, like you, and trust you. Remember, if they do not trust the messenger they do not trust the message.

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**NOW ON CD:** The Story Behind Awesome Storytelling  
Fripp, Copywriting genius Garfinkel, Comedy Legend Cantu

[http://www.fripp.com/publicspeakingresources/awesome\\_storytelling.html](http://www.fripp.com/publicspeakingresources/awesome_storytelling.html)

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HEAR FRIPP: Saturday, April 3, 9a:m-2:30p:m, San Francisco.  
National Speakers Assn/Northern California. (Soon to be posted)

<http://www.nsanc.org/academy-workshops.html>

Saturday, May 8, Ann Arbor, MI  
National Speakers Assn/Michigan

[http://www.nsamichigan.org/pages/calendar\\_may.htm](http://www.nsamichigan.org/pages/calendar_may.htm)

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