

# We help you talk about what your clients care about



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Hey stranger ———

# We're here to help you clarify, connect and compel.

You've just downloaded the most powerful mini-guide  
packed with tips and tricks that will elevate your current  
practices and help you win more deals!



# The #10 principles of presenting

## How persuasive is your presenting?

Check out the 10 elements and figure out if you fight or follow the elements used for persuasive presenting.



#1

### Purpose

Does your presentation have a strong and clear focus?



#2

### Visuals

Do your visuals enhance or distract from the message?



#3

### Overload

Are you overloading your audience with information?



#4

### Timing

Are you monitoring your speaking speed and overall timing?



#5

### Legibility

Is the material you're presenting clear and easy to understand?



#6

### Audience

Do you really know your audience and their motivations?



#7

### Posture

How is your posture and how do you use the space?



#8

### Message

Is your message really influencing your audience?



#9

### Proof

Do you have proof or success to showcase?



#10

### Structure

Is your presentation and style of speaking structure properly?

# Persuasion tactics

## Persuasively pitch with these tactics

Strategically build your pitch around these key tactics so you can win over your audience!

### What's in it for me?



Start with your audience!

Work your messaging and objectives around their needs, wants and hopes. Truly get to know your audience otherwise you may be missing crucial information that will help you pitch to and engage them.

### Decision making



Emotion over logic

90% of our actions are devised by irrationality and emotion. We make a decision first by gut, then rationalize it afterwards. Use this to your advantage by marketing your product or service to be more appealing than the competition.

### Define by association



What can they relate to?

Having trouble getting your idea across quickly? Try using association techniques to create instant connection. For example:

- Pet Taxi: An uber for animals
- Instagram: An online photo album

### Change thinking



Reframe customer thoughts

Re-frame the way your customer thinks about your product or service and enact change with a disruptive content path.

Help them discover a new way of working by providing content tailored towards problems or inefficiencies around your competitor's product or service.

Then supply information around why yours is the better option.

### Show don't tell



Do you have proof to show?

If you want a consumer to give you their attention and their business, prove why they should. Typically people want to see what your service or product is going to do – not just hear a description of it. Have a working model, video or diagram to win over your audience instantly!

# Persuasive pitching

Communicate clearly  
with your audience!

Pitching without our Pitch Program? Try using these steps to give you a leg up above the competition.

## #1 *Infographic*

These are quick, effective ways of sparking interest in an idea and communicating complex information visually. They boil down ideas to clear and concise images to understand instantly.

## #2 *1:1 Presentation*

When presenting, keep it high-level and highly visual. No-one is going to retain detailed information from a presentation alone. Be bold and keep it to 10-15 slides and practice your speech!

## #3 *Leave Behind Document*

This is the larger document where more complex information can be explained with data graphs and tables. Build on your pitch, include more information and keep a structured storyline throughout. Try using an online platform that can track your Leave Behind's viewer insights.

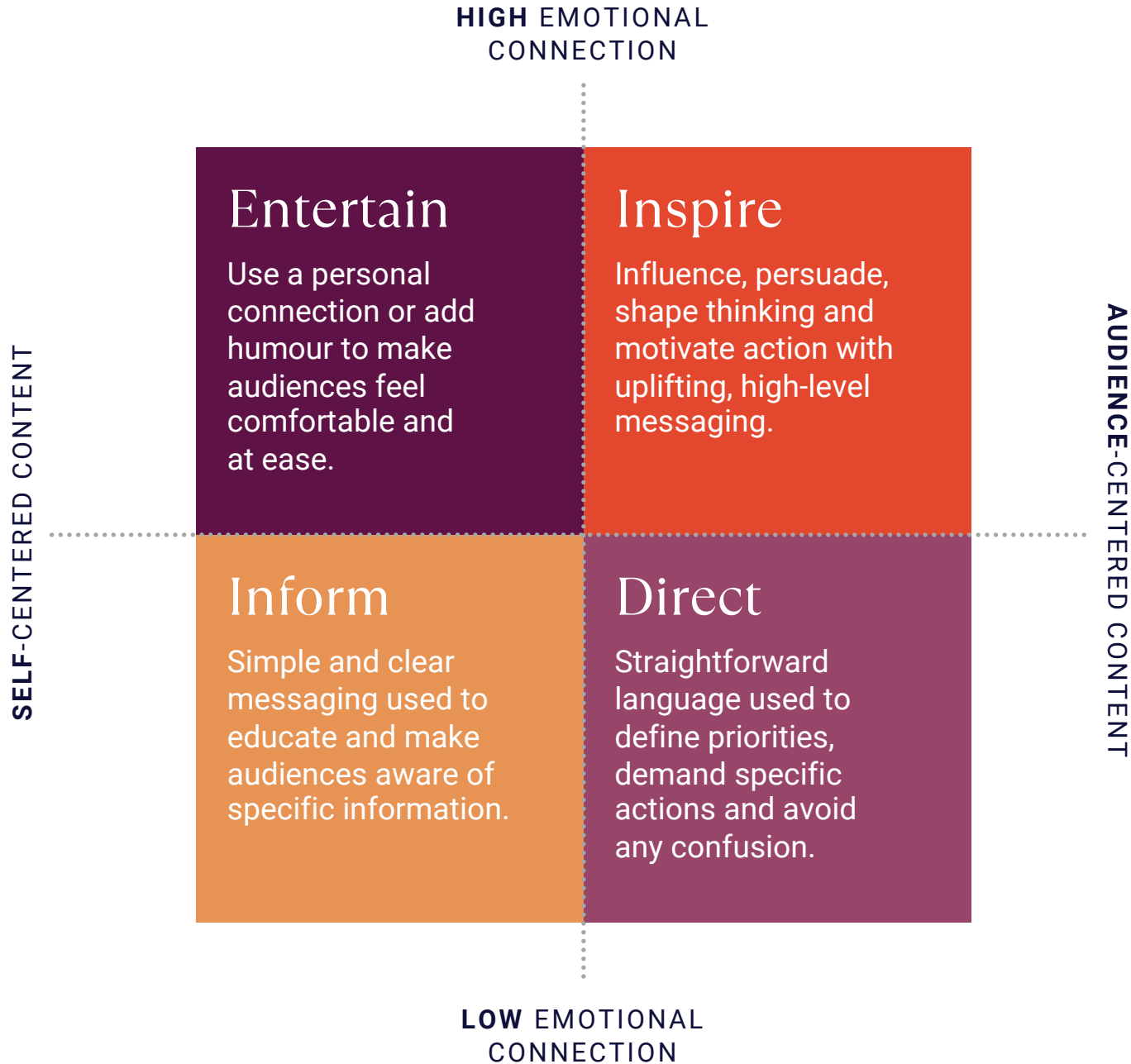
## #4 *Brand Strategy*

Create a strong first impression and increase brand recognition by applying visual language systems, optimising branded elements and tailoring your brand's tone of voice. Keeping it consistent across all assets will build consumer trust to set your Start-up apart from the rest as a key differentiator.

# Crafting effective messages

Get your message across right!

Where does your messaging style need to place to get the right response? Consider the purpose of your message, context of your environment and how you naturally convey information.



# Elevator Pitch

## Explain your self quickly!

The ultimate goal of any elevator pitch is to earn yourself another meeting where you can go more in-depth.

Here is a breakdown of the #3 simple steps it takes to build your own Elevator Pitch.

### #1: Problem

#### Problems & pain points

Start with the problem and the person you are solving it for. Refer to your persona and address their pain points.

For example, let's say you work for a mobile dog grooming company.

### #1: Problem

Dog grooming appointments can take a lot of time out of your day, and the locations aren't always convenient.

### #2: Solution

#### Simple solutions

Follow with the service or product you offer that can solve that problem. Keep it short and simple.

### #2: Solution

I offer a mobile dog grooming service that makes it super simple and easy for my clients – I usually park right in front of their homes!

### #3: Outcome

#### The good news

Finally paint the picture of how you could improve their life if they used your service or business.

### #3: Outcome

That way, my clients spend about five minutes max dealing with grooming and can focus on other priorities like work, exercise, cooking – whatever they like. Plus, their dogs are safe and beautifully groomed, of course."



# Pitching online

## Pitch perfectly digitally

Whether it's Zoom, Google Hangouts, Microsoft Teams or whatever trendy new platform you may be trying, we've been forced to drastically change how we pitch.

So, how do you effectively run a virtual sales meeting that gets your key selling points across without your potential clients clicking into other windows or checking email while you speak?

### #1

#### *Revisit your existing pitch presentation*

- ✓ **Use a team photo** instead of introducing everyone individually on the call saves time and the awkwardness of virtual introductions.
- ✓ **Add page numbers** when giving clients their own copy which can help if there are lags or other tech issues.
- ✓ **Use system fonts** to avoid display issues especially when sharing the PPT file.
- ✓ **Spread out content** across slides to avoid anything being too text heavy.

### #2

#### *Stand up*

So how do you exude charisma and demonstrate authority when you're not directly in front of the audience? **Stand up!**

- ✓ Feel **comfortable** in your environment
- ✓ Ensure a **professional** delivery
- ✓ Feel **confident** and present with **authority**
- ✓ Full range of **motion** with hand motions and vocal variety

### #3

#### *Leverage video call recordings*

Recording video calls is commonplace and can be leveraged to your advantage. Once the presentation is done, you can send the recording in a follow-up email to stakeholders

- ✓ Ask for **permission** from the audience first
- ✓ **Explain** why you'd like to record
- ✓ Review to **practice** on your own pitching



# \*WIN MORE DEALS



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