

## **Presentations: A Skill, A Process to Master**

### **Monday, October 16, 2006**

Mannaquest: Be there!

50 gr Ambrotose back on the chopping block

Glycomics Conference last week...next Monday Exec and Pres to present  
Forbes Article (attached)

Presentations...Recommended books:

"The Master Presentation Guide" by Jan Ruhe

"Life is a Series of Presentations" by Tony Jeary

"Inspire any Audience" by Tony Jeary

Today's training is a cursory review of Jan's and Tony's work

#### 1. The Presentation: Why it is so very critical for you?

A. We are doing it every day in almost everything we are doing  
Personal: we present ideas and ourselves to our kids, our spouses,  
our friends, our neighbors, everyone we interact with is yet another  
presentation.

Professional: we train people, coach, mentor, one-on-ones,  
opportunity meetings, sometimes planned and sometimes impromptu  
Life is just one presentation after another, so master it. Master  
prospectors are master presenters.

B. Jan Ruhe says if you want to become wealthy, the formula is  
simple...work on your presentation skills! What we are really saying  
here is that our lives have greatest fulfillment by impacting others in  
significant ways. We do that by being the best we can be in  
presenting ourselves, new ideas, and moving people forward. So,  
conquer presentations and you will live a great life of abundance. It is  
easy to...and easy not to, which is why so many do not. (Jim Rohn)

#### 2. How do We Make a Great Presentation?

A. Preparation is very important

1) Research your topic, know your material, do not "wing it."  
Tony Jeary said that after years of studying all the things that  
cause people to lose confidence, the most significant one is  
having unknowns. So making the unknowns to be known's is  
your goal! Read "Nervous to Natural" a free downloadable

book for you at

[www.pma.com/rpsc/pdf/Nervous\\_to\\_Natural.pdf](http://www.pma.com/rpsc/pdf/Nervous_to_Natural.pdf)

2) Practice your talk, your language...When we start, we tend to experiment with different words, approaches...this is terrific to fine tune your presentation. How many are still experimenting? Rather than getting great at what you are doing, you keep grasping for more straws. Adding new information is always great, but be excellent with your base material.

3) Prepare by knowing your environment

a) No matter what, know your location...if you are going to a restaurant, know how loud, will people be eating, where will they be coming from, whose turf are you on, can you show materials out of briefcase, can you do a power point, know all of this.

b) Know the people: 3-ways...always find out as much as you can in advance...what are their issues, what do they want, what are their hot buttons, history of their work, etc. Research your prospects.

Examples: approaching chiropractors, attending a support group, etc.

c) Cold calling: so you can not get any information in advance, once in appointment, ask questions..."FORM," and then LISTEN! Show them you care!

4) Know the results you are intending to produce.

Write them down and use them as affirmations.

## B. Content of Presentation

1) Today's society is all about being REAL (Tony Jeary). Your presentation can be transparent, make some mistakes because it is not about being perfect, it is about being excellent. Be real, be yourself, not someone else; be authentic. What does this mean?

2) Turn all facts into benefits. Our ultimate benefit in Mannatech I believe is to lead a more meaningful life...being a part of an incredible mission.

3) Ask questions every five sentences...this involves your prospect. In opp meetings also involve the audience with live interaction (but perhaps not quite so often).

4) Acknowledge your presentation is to all kinds of people- auditory, visual, kinesthetic, and digital (numbers people) so

make gestures, move around (move at least 3 steps at a time, shows more confidence), use visual aids but not excessive. To engage the audience, make eye contact for more than one second.

5) Some other helpful tidbits by Jan Ruhe (massive numbers of these in her book) :

- end sentences looking at people, not at notes

- pause between points

- let the audience digest what you say

- speak slower when you are making a point

- never say anything negative or sarcastic if you want to get powerful, positive results.

6) End of presentation: always have a call to action

Example: "the time is now, the opportunity is immense, the mission is clear, the choice is yours"

### C. Post presentation

1) Always acknowledge yourself with how you did...so many of you get the hammer out. Yikes, get out of judgment and self deprecation, and start appreciating the greatness in you. Yes, you can get better; in fact there is no one who can not get better so just work on it.

2) Make notes, revise and refine what you can improve on and then enthusiastically, **with passion**, go do your next one.