

Persuasive Presentations That Close Deals

10 Point Checklist

Dave Dee

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



“Selling is not convincing someone to buy something. It has people conclude an idea themselves that this is what they need to do.”

DAVE DEE

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Create a bond with my audience even in a virtual setting. Get to know who they are and what makes them tick. Gauge their level of interest while I'm presenting, so I can be aware we're on the same page.
- Intend on helping others. Selling doesn't mean convincing others to buy what I offer. It's helping them realize I have the solution they're looking for.
- Develop a compelling story. Make sure it's authentic. I'm not trying to fool my prospects. It doesn't have to be the typical rags to riches or hero story; it just has to be relatable.
- Begin with the end in mind. Envision where I want to take my audience and develop a step-by-step plan that will guide everyone to my goal.
- Make a great first impression. Always remember that the first 30 seconds is the most critical part of any speech. If I don't get my audience hooked initially, I will lose their interest right away.
- Avoid overwhelming my audience with too much information. Limit my talk to three major topics. Ensure the transitions between the phases are smoothly done, so my audience doesn't lose track of the core message.
- Demonstrate, don't tell. Incorporate visual aids, animation, and live demos during my talk to keep my audience engaged and entertained.
- Become familiar with the word "*edutainment*" and make sure I incorporate the style of speaking into my next talk. Adding humor, entertainment, and a little bit of pizzazz will make my speech more remarkable.
- Implement different types of closing strategies. Make sure I don't only use one card in my deck. If one strategy isn't working, I need to quickly move on to my next approach.
- Grab a copy of Dave Dee's book, [Sales Stampede: How To Sell More Of Your Products Or Services In 75 Minutes Than You Now Do All Year.](#)