

Presentation Persuasion: Influence Any Outcome

Presented by:

Kathy McAfee

Executive Presentation Coach

Master Practitioner of Neuro Linguistic Programming & Certified Blind Spots Coach



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Housekeeping items

- ✓ As an attendee, you will be in listen-only mode. Questions will be taken at the end of the presentation.
- ✓ If you have a question, simply press 1 on your telephone keypad and you will be placed in the queue. You will then be announced and able to ask your question. If you have muted your own phone, please be sure to “unmute” when you ask your question. You may submit questions via the “chat” feature, as well.
- ✓ If your question is answered as the meeting proceeds, simply press #2 on your phone keypad and it will remove you from the queue.
- ✓ Please complete your evaluation before you leave!

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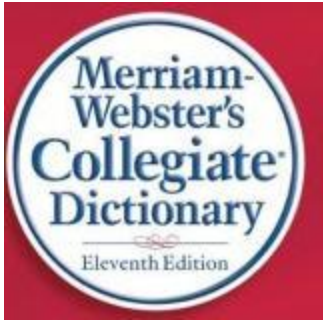
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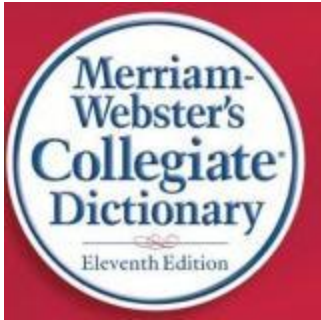
in·flu·ence

Function: *noun*

1. the act or power of producing an effect without apparent exertion of force or direct exercise of command
2. the power or capacity of causing an effect in indirect or intangible ways

synonyms

[influence](#), [authority](#), [prestige](#), [weight](#), [sway](#)



per·sua·sion

Function: *noun*

1. an opinion held with complete assurance
2. a group adhering to a particular system of beliefs

synonyms

[opinion](#)



in·flu·ence + per·sua·sion = **swaying**
opinions



How do you sway opinions?





Stop Global Boring

**REDUCE YOUR POWERPOINT®
EMISSIONS NOW!**



Envision the
RESULT

Plan for
SUCCESS

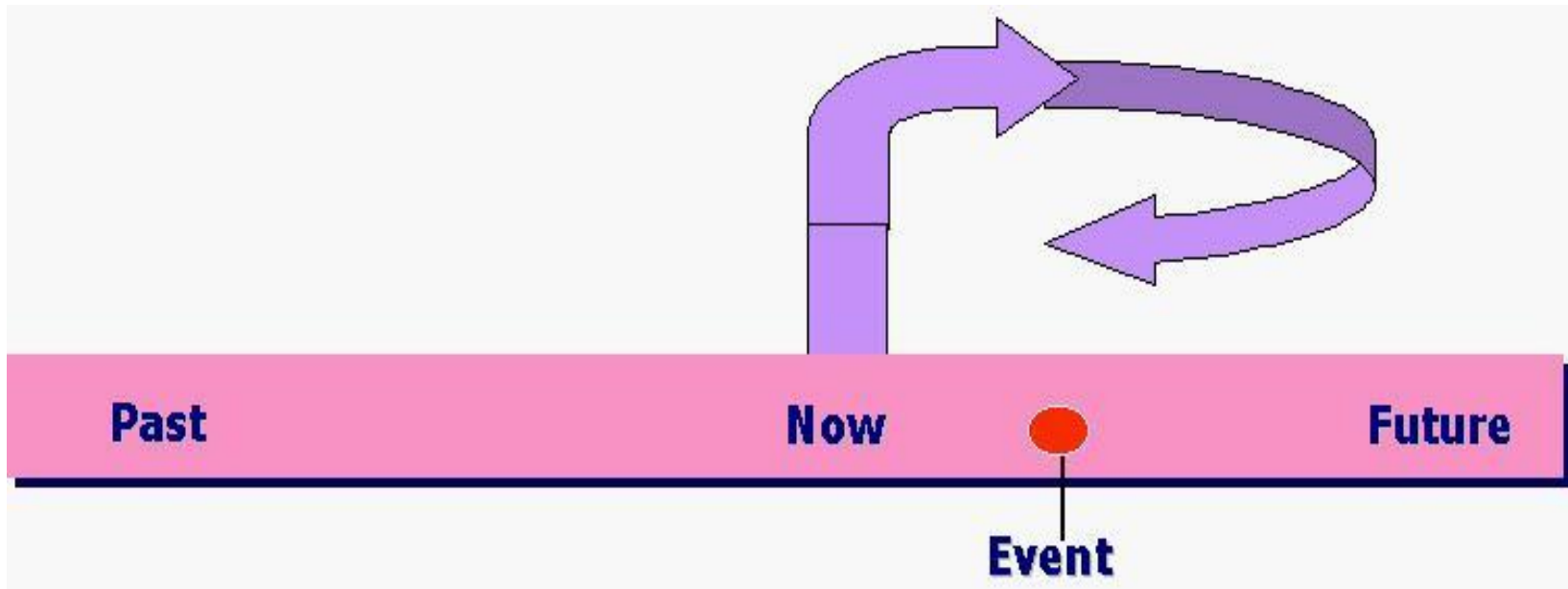
Build
RAPPORT

Use words that
CONNECT



Envision the
RESULT

See the Outcome



Source: Tad James, M.S., Ph.D., was the second person in the world to be certified a Master Trainer of Neuro-Linguistic Programming (NLP). He is President of the American Institute of Hypnotherapy, President of American Pacific University and Director of Training and Research for Advanced Neuro Dynamics, Inc. Time Line Therapy is a registered trademark of Tad James. For more information on Tad James and **Time Line Therapy™**, go to www.timelinetherapy.net or www.nlpcoaching.com.



Q: What is the last thing that needs to happen before you are certain that your outcome will occur?



Plan for **SUCCESS**



Clean Sheet Thinking™ *A pre-planning tool for presentations*



Clean Sheet Thinking™ A pre-planning tool for presentations

What:

Why:

Who:

When:

Where:

Objectives:

Mine:

Theirs:

What else do I know about the audience?

How/what do I want them to:

- Think:

- Feel:

- Do:

Things that I must demonstrate (what can I show, not just tell?)

Key messages –(use the SMART(PUL) criteria: Simple, What the audience needs to know from me, Action-oriented, Motivates with either pleasure or pain, Personalized to them, Urgent/Important, Memorable)

MARKETING MOTIVATOR 

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Logistics

Audience

Objectives

Response

Key Message



Build RAPPORT



Who would you rather talk to?





blind | spots

achieve success by seeing what you can't
see



*"Whether you seek a new job, a promotion, your own business, a balanced personal life, or any other goal, you are the one to make it happen. That's why recognizing your **blind spots** is so important.*

Blind spots are the things that we think and do unconsciously that can negatively influence how other people feel about us."

-Claudia Shelton, executive coach and author of [Blind Spots: achieve success by seeing what you can't see.](#)



Use words that

CONNECT



VISUAL

Memorize by seeing pictures and are less distracted by noise. Often are bored by and have trouble remembering long verbal instructions because their mind may wander. They are interested by how the program looks.

AUDITORY

Typically are easily distracted by noise. They can repeat things back to you easily & learn by listening. They like music and like to talk on the phone. Tone of voice and the words used can be important.

KINESTHETIC

Often they talk slowly and breathy. They respond to physical rewards & touching. They memorize by doing or walking through something. They will be interested in a program that feels right or gives them a gut feeling.

AUDITORY DIGITAL

They spend a fair amount of time talking to themselves. They memorize by steps, procedures, sequences. They will want to know the program makes sense. They can also sometimes exhibit characteristics of other rep systems.



Get Motivated



Go INFLUENCE



QUESTIONS?

Anyone viewing this program is encouraged to reach out to Kathy at:

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