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QUESTION

What are the most common mistakes professionals self-reported making?

Research Study Results

CASE

- 1. "Winging It"
- 2. Being Overly Informative vs. Persuasive
- 3. Providing Inadequate Support
- 4. Failing to Close the Sale

CREATIVITY

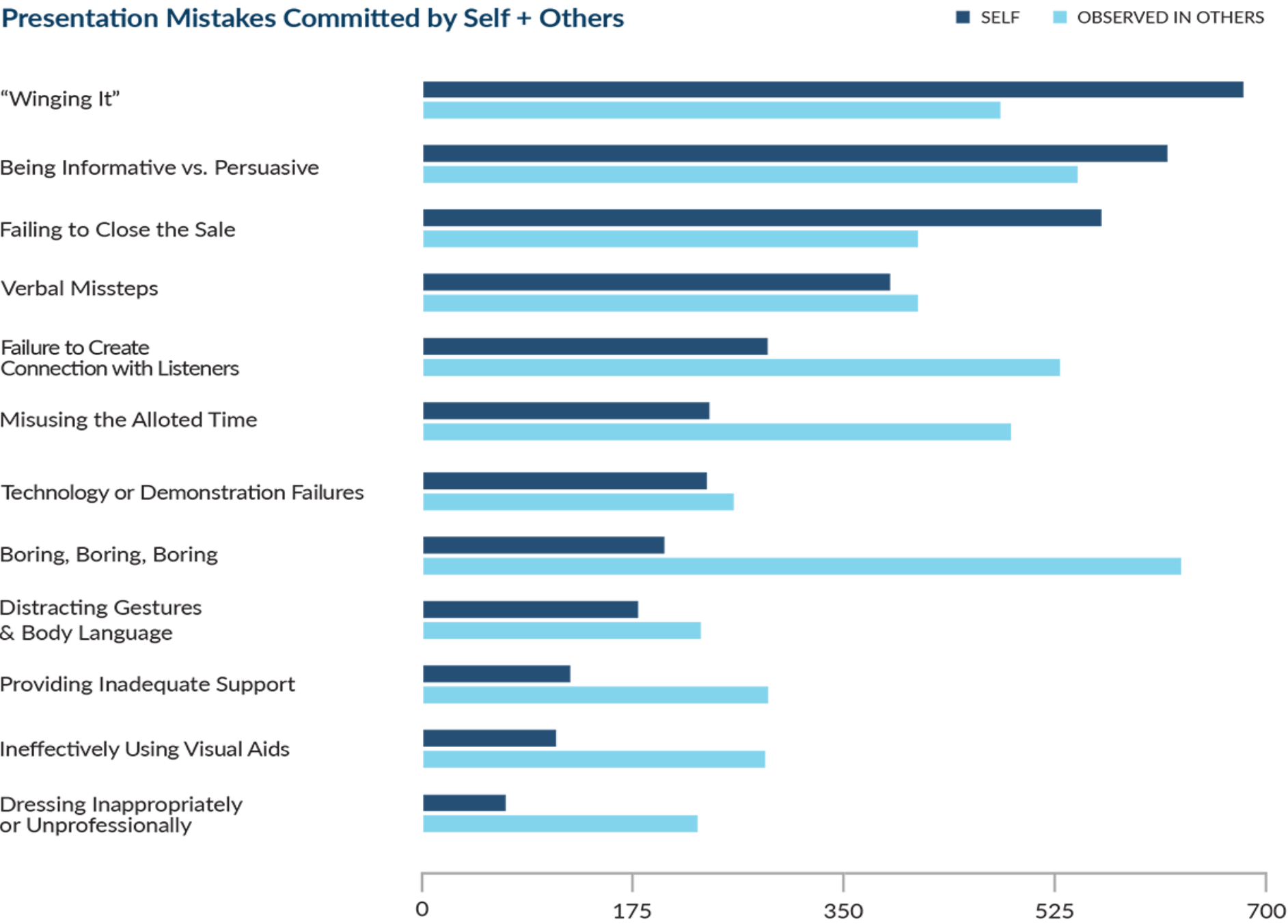
- 5. Misusing the Allotted Time
- 6. Being Boring, Boring, Boring
- 7. Ineffectively Using Visual Aids
- 8. Failure to Create Connection with Listeners

DELIVERY

- 9. Distracting Gestures and Body Language
- 10. Dressing Inappropriately or Unprofessionally
- 11. Technology or Demonstration Failures
- 12. Verbal Missteps

State of Sales Presentations

Phase Three Research Results





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Persuasive Presentations

USING MONROE'S MOTIVATED SEQUENCE



Attention



Need



Satisfaction



Visualization



Action



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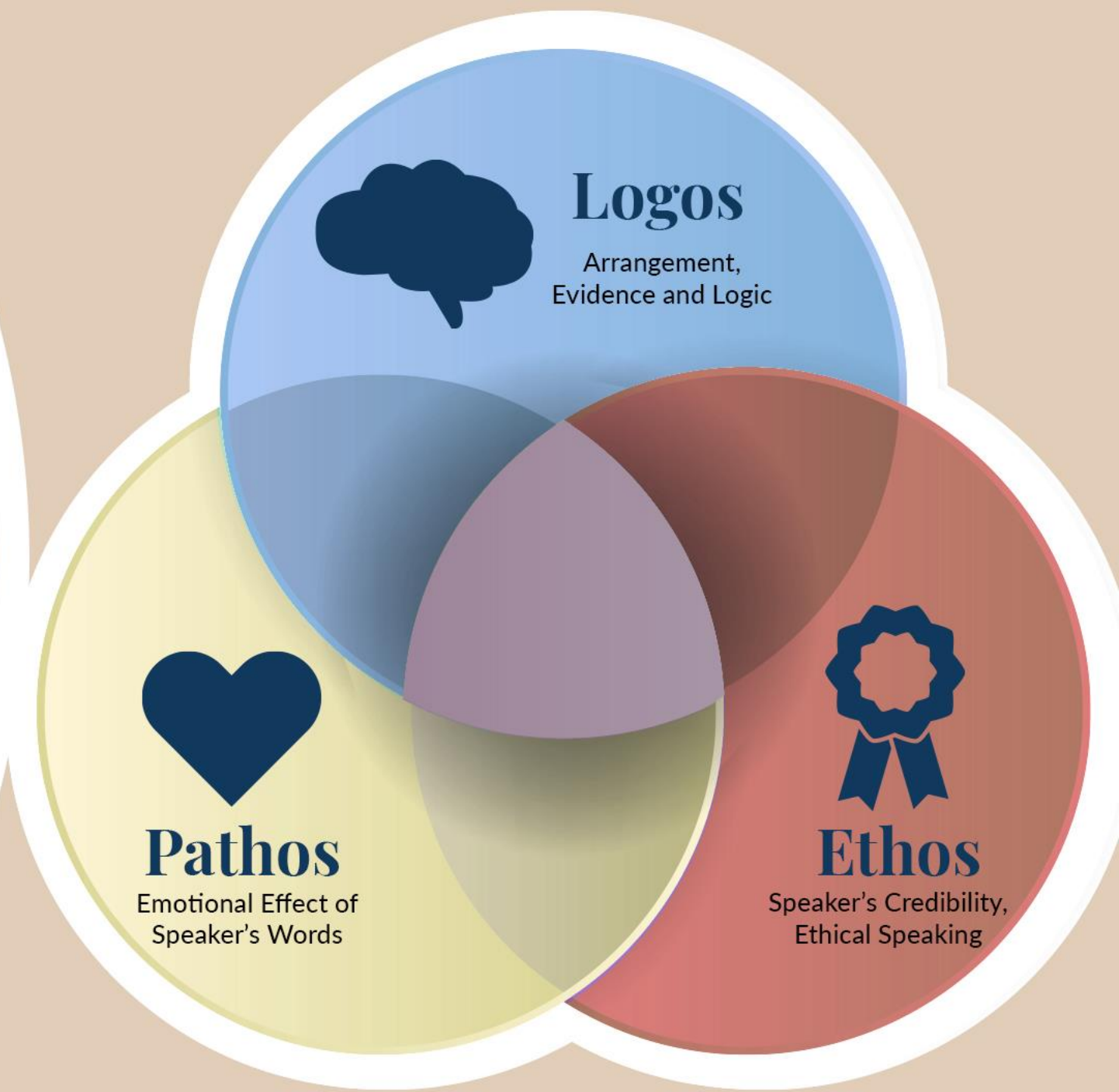
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CREATING CONNECTION:

Aristotle The Rhetorical Triangle & Persuasive Appeals

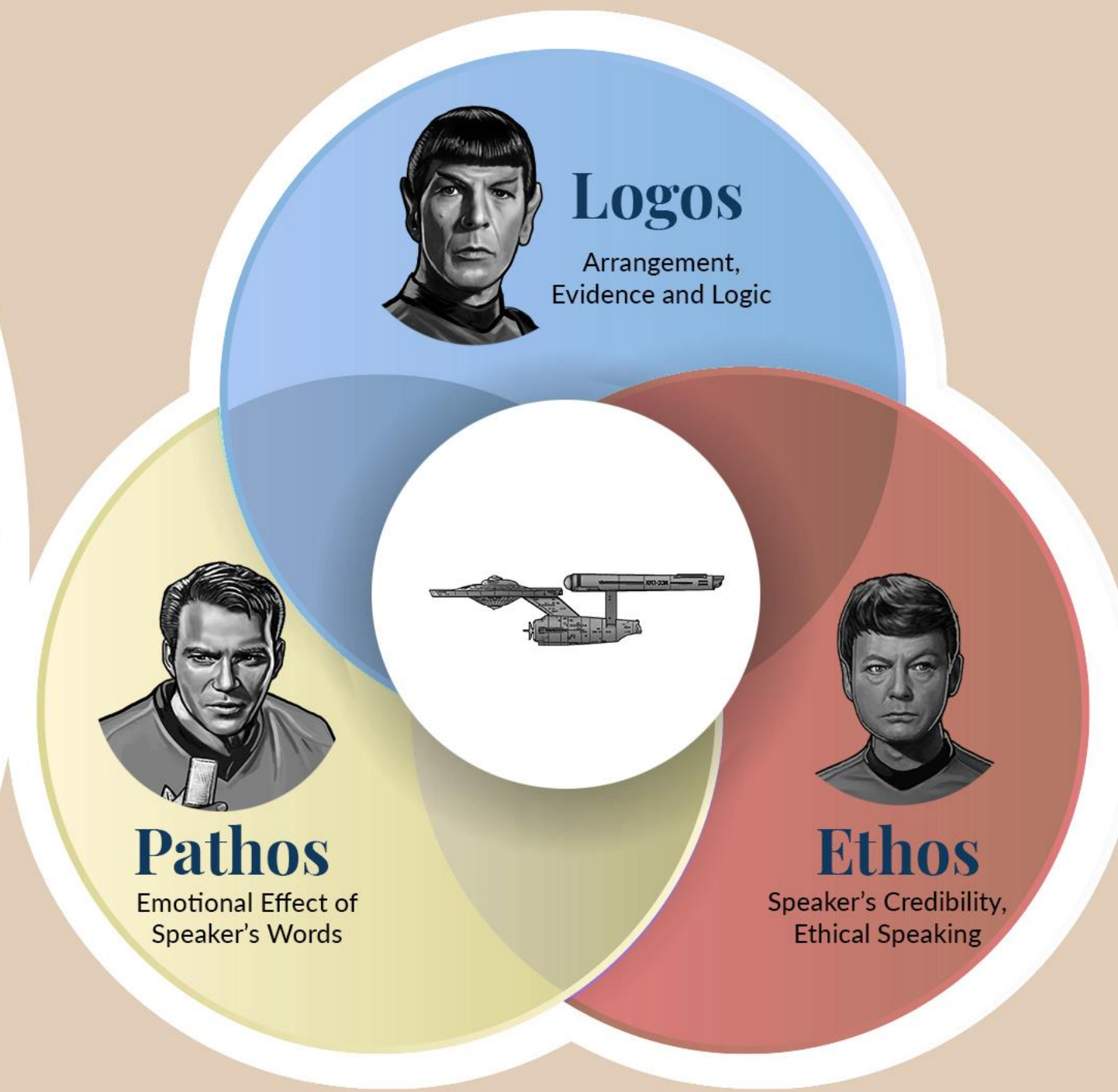
Applying Ethos, Logos and Pathos to Create Connection



CREATING CONNECTION:

Aristotle The Rhetorical Triangle & Persuasive Appeals

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TERRI L. SJODIN

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SCRAPPY

A Little Book
About Choosing
to Play Big



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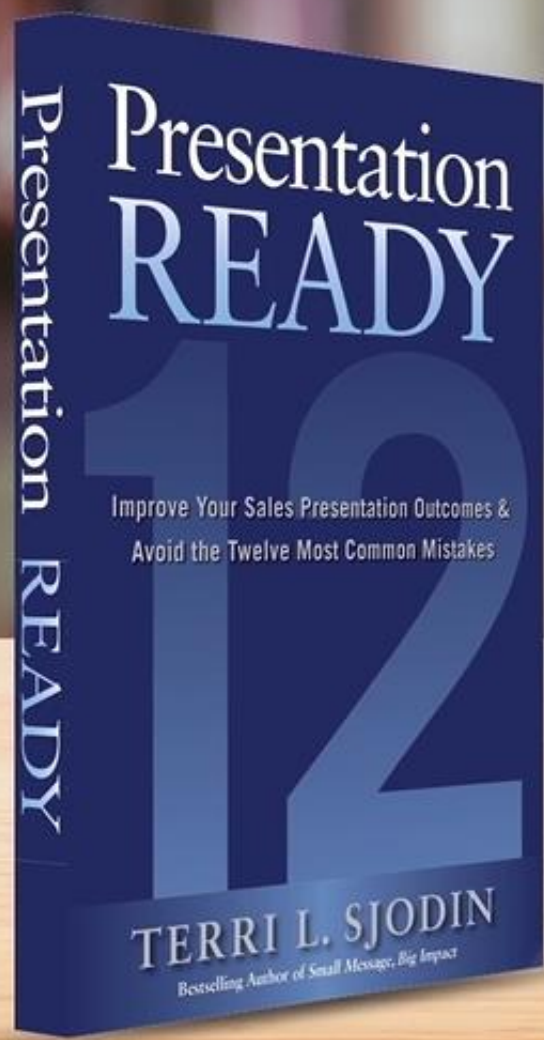
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