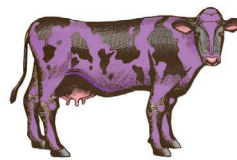


The Foundation



- Features **TELL** and Benefits **SELL**
 - The WIIFT is what really matters. It answers the question “So What?”
 - Focusing on What’s In It For **Them** will result in What’s In It For **You**
- Focus on the audience
 - Be where the audience needs you to be
- Use the WIIFT to build the relationship
 - Leave the audience with your Purple Cow



The What’s In It For Them (WIIFT) Factor

- It makes or saves money
- It makes or saves time
- It assures market dominance or uniqueness
- It is easy to use and is intuitive
- It assists in providing world-class servicing
- It demonstrates technological advancement
- It is tried and true, reliable, and safe
- It will make them look good

The Elusive 600



We mentally process
750 words per minute



We verbally speak
150 words per minute



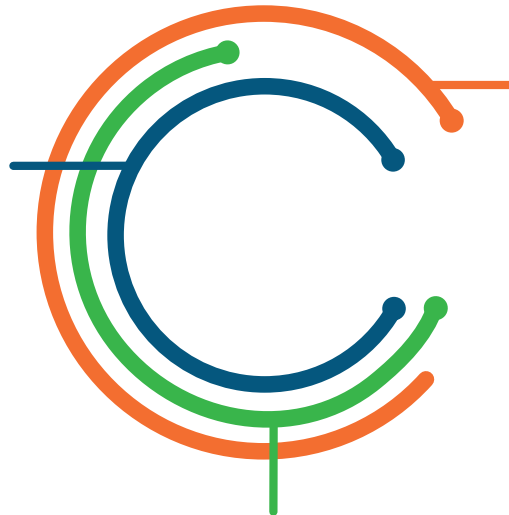
The Elusive 600

One strategy to remove the Elusive 600 barrier is to **Unplug** - Saying aloud what you believe may be in the audiences’ Elusive 600



The 3 C's of Effective Communication

- Conversation**
- Get to know your audience
 - Talk with the audience and not at them
 - Use a conversational tone



- Connections**
- Build a connection to the benefits
 - Highlight What's In It For Them

- Choreography**
- You are the choreographer
 - Anticipate, plan, and adjust to where your audience needs you to go

The Delivery

Comfort vs. Confident Words	The Power of Tone	Body Language
<p>I feel → I know</p> <p>I hope → My goal</p> <p>I'll try → I will</p> <p>Sort of → It is</p> <p>You guys → You</p> <p>Uh mm →</p>	<ul style="list-style-type: none">• Articulate• Fluctuate rate• Vary pitch where appropriate• Project your voice• Emphasize• Pause	<ul style="list-style-type: none">• Maintain good posture• Make eye contact• Be aware of facial expressions, yours and theirs• Use confident, purposeful gestures and movement• Dress appropriately for audience and setting