

1920



TALK TIME

SALES PERSON

CUSTOMER

Approach

Presentation

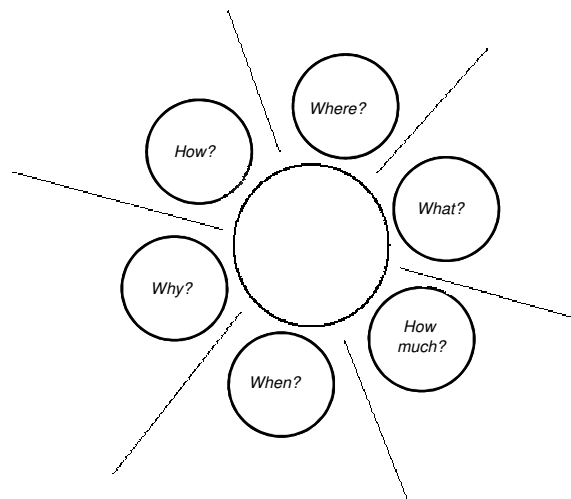
Close

How to **communicate** our message?





The **CURSE** of **KNOWLEDGE**



What is your value proposition about?

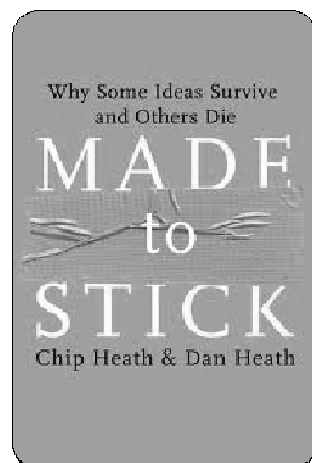
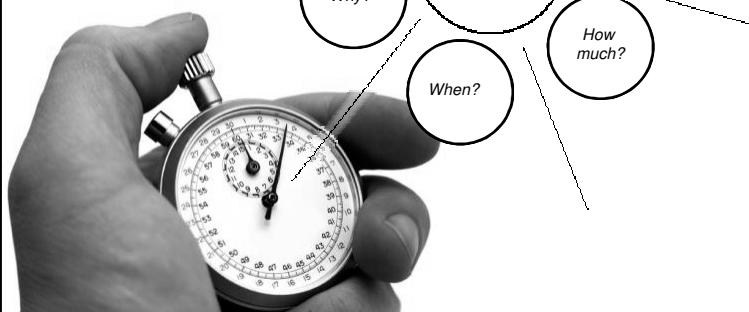
Why should your customer need it?

How should your customer use it?

How much should your customer use it?

When much should your customer use it?

Where much should your customer use it?



1. Simple
2. Unexpected
3. Concrete
4. Credible
5. Emotional
6. Stories

3. Concrete

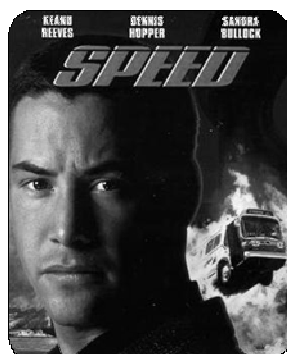


“If you say 10 things,
you say nothing”

NEVER STOP ASKING

3. Concrete

DIE HARD ON A BUS



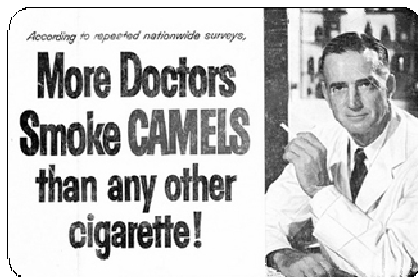
How can we relate our
message to something
our audience already
knows?

***What does a grapefruit taste
like?***

*It tastes almost as sweet as an
orange and as sour as a lemon*

NEVER STOP ASKING

4. Credible



Credibility can come from :

- **Personal experience**
- **Person who has a lot of credibility**
- **Details**
 - Statistics
 - Customer References
- **Test it yourself and compare**

NEVER STOP ASKING

5. Emoties



We are concerned with **emotions** and **feelings** and not with numbers.

NEVER STOP ASKING

6. Stories



Stories are stimulating and motivating because they make it clear **which activities** must be performed **in which context**.



Visualisation works because it triggers a part of brain which make people feel like they were doing the activity.

NEVER STOP ASKING

