



WHITE PAPER

EXECUTIVE SPEAKING TIPS FOR ALL OCCASIONS

Tips and techniques for delivering internal, external, and public speeches that produce results.



As you advance in your career, public speaking opportunities seem to multiply. There is always a speaking engagement on the horizon, whether it's an internal presentation to your sales force, a technical meeting with a client, or a keynote speech at an event. In this eBook, our seasoned public speaking coaches share tips and techniques for delivering impactful speeches that motivate and create meaningful connections.



Quarterly Sales Meeting: Motivate Your Sales Team

As you look to increase sales and grow opportunities, giving a great speech to your sales team can create the results you need to grow your bottom line.

That's because a motivated sales team is a successful sales team. A sales team working in sync towards a unified vision delivers greater revenue and expands profit potential by growing your market.

We've coached many sales leaders and other executives to use public speaking to motivate their sales teams toward greater success. Here is how you can do it, too.

Understand Your Opportunity

Every time you stand before an audience, anything is possible. You've spent a lot of time and energy building your team of sales people. You know what they are capable of. Have confidence in their abilities to meet and exceed their goals. Dream big.

A Winning Vision

The most successful sales forces are the ones who are unified behind a clear and resonant vision. In short, they need to believe that they can win. Years of executive speech consulting confirms that painting a verbal picture of the emotional reward of the "win" can instantly ignite a sales team's motivation. What does winning look like to them? What are the tangible benefits that will improve their lives or the lives of their loved ones? What does it feel like to win in your organization?

Make an Emotional Connection

Great sales people love to sell. They sell because of the experience, not simply for the commissions. When sharing your vision with your team, one way to make a deep impact is to tap into your sales people's

competitive nature. It's part of what drives them to success. For most sales people, their motivation extends beyond numbers and commissions; the reward is the sales process itself. Make sure to connect with it.

Motivation: Engagement + Empowerment

Now that you've engaged your team and shared with them your vision, your next move is crucial. You must empower your team to act. Prioritization is key. Clearly articulate the specific steps your team should take, in which order the steps should be taken and how their success will be measured. Give them the knowledge to execute effectively.

When you have established clear priorities, your sales team can then move freely within those parameters, doing what they do best: sharing their enthusiasm about your company's products and services with your customers.

Tips for motivating your sales force:

1. Understand your sales team's perspective. What do they value? What are their challenges? What are their strengths?
2. Let them know you are committed to their success.
3. And, most important, be authentic, open and honest.

A key take away of our executive speech consulting is this: **Belief drives behavior and emotions drive belief.** In order to truly motivate your sales team, you must create an emotional connection between them and your vision, then truly empower your team to act with confidence.

Client Sales Pitch or Technical Demo: Connecting with Your Customer

You're about to give a sales presentation or a technical demonstration to a potential customer. Something you've done countless times. But are you truly ready? Are you ready to take full advantage of this opportunity? Are you ready to share your passion and enthusiasm to create a stronger, more meaningful connection?

The same principles executives and business leaders use to motivate sales teams and unite them through a shared vision also applies to when you're "in the field" for a sales pitch or customer focused speaking opportunity.

There are several key points to keep in mind whenever you speak to an audience of current or potential customers. Whether your speaking opportunity is a thought-leadership engagement or the chance to close a deal, the same principles apply.

Customer First

During speech coaching sessions, we often hear about speakers who are still doing the old "show up and throw up." You know the type of speech—the presenter stands at one end of the conference table and barrels through the presentation without any attempt to connect with their audience. They give greater importance to the presentation than to the customer. As you can imagine, it's not very effective.

Remember, the presentation is not about you or the products or services you're selling. It's about you showing how you can make a difference in the customer's business.

Know Your Purpose

We remind our clients that customers are not looking for you to deliver a presentation, they want you to deliver something of value. Great sales people know this: a presentation is their opportunity to connect with the customer and build the foundation for a strong and lasting professional relationship.

Change Your Perspective Change Your Results

The secret we share with our clients is to change your perspective from, "I need to get through this speech as quickly as possible and not make any mistakes..." to, "I am creating an opportunity to better serve my customers in ways that will make their business more successful and their lives easier."

This leads to seeing your presentation as a means to engaging customers in a conversation. We tell our clients, "If you only make it halfway through your speech because your client is asking questions and opening up a dialogue with you, you've already won."

Your purpose is not to sell something, but to solve your customer's problem and to change their business for the better.

Engage and Empower Your Customers

Engage your customers by showing you understand them, their business needs and their pain points, then empower your customer with your solution. When your customers feel confident that you deeply understand what's important to them, your solution feels like the next logical step in solving their problem. You have just built the credibility that makes it easier for your clients to arrive at "yes."

Tips for Presenting to Customers:

- Clarify your content and quickly get to the point. The solutions to your customers' needs should always be your primary message.
- Create engaging media. Your slides should support you and your message, not the other way around.
- Establish a strong stage presence by maintaining eye contact with your customers, using pauses to pull him or her into your story, and especially avoid talking to the screen (because when has a screen ever written a PO?).
- And, most importantly, create space for your customer to speak.

A sales presentation is an opportunity. Not just an opportunity to close a sale, but to make a meaningful connection and build a long-lasting, mutually beneficial customer relationship.



Keynote Speaking Events: A Teleprompter Is Your Ally

For many executives and sales leaders, the next step after speaking at internal meetings and client meetings is delivering a speech or presentation in a public setting like a conference or industry event. The setting and the stage for a speaking opportunity in a public setting can initially be overwhelming, but there are several tools that, when used properly, can contribute to a smooth, audience-connecting speech or presentation. A teleprompter is one of those great tools.

Most of us have an opinion about teleprompters, and it's usually not good. We understand why. We've all experienced a speech featuring a teleprompter where the speaker was dull, unnatural and disengaged from the audience. But the truth is, blaming the teleprompter for a bad speech is like blaming the frying pan for a bad meal.

It's a Tool, Not a Crutch

A teleprompter is a great tool for delivering an impactful, keynote speech or presentation. And just like any other tool, a teleprompter helps you do your job more efficiently and effectively. Teleprompters help most when you are giving a speech to a large audience, in an environment with numerous staging cues or complex technical requirements, or delivering a presentation on-camera. For smaller, informal or intimate speeches, a teleprompter is usually not necessary.

It's About Making a Connection

Working with a teleprompter keeps you engaged in the moment by freeing you to express your feelings, not just the specifics of your content. One of the key things our clients learn during public speaking training is that a speech isn't about exchanging information; it's about making a human connection with the audience. The more "present" you are to what's happening around you, the greater your opportunity to connect with your audience. This is the real value of using a teleprompter.

Tips for Public Speaking with a Teleprompter

- Finalize the content of your speech as early as possible. The sooner you've locked in your script, the more time you can devote to rehearsing it.
- Utilize the bold, underline, and other formatting features of the teleprompter software to help you deliver your speech more naturally.
- Put in the practice. We recommend rehearsing your entire speech at least four to six times with the teleprompter so you're thoroughly comfortable before you take the stage.
- Practice in the environment in which you will deliver your speech. You'll better understand how the audience will experience your speech and you can pre-establish your lines of sight to the teleprompter and your audience.
- Work closely with your public speaking support team. Coordinate cues and spend quality time rehearsing with your teleprompter operator, graphics operator, and public speaking coach to ensure a smooth presentation.
- Practice what we call, "finishing off prompter." This involves delivering the final words of a message directly to the audience.

Finally, a quick note about using the new consumer-grade teleprompter apps for iPad, mobile devices and laptops. Though any practice is better than no practice, be careful of their limitations. In fact, we still recommend the old low-tech approach of rehearsing in front of a mirror from a printed script. This keeps you in control of your tempo and delivery.

Advance Your Performance

Achieving a high degree of comfort using a teleprompter will enhance your speech delivery for the rest of your career. Like any other skill, working with a teleprompter gets easier over time. We've helped clients use a teleprompter to reinforce their connection to the audience by freeing them to craft an emotionally engaging experience.

Learn more about how to refine and improve your public speaking skills to motivate and engage your audience. Contact Kennedy Speech Communications today.





About Kennedy Speech Communications

Kennedy Speech Communications helps its clients create the audience-connecting experiences that are at the core of all great speeches and presentations. We guide them in using ideas to inspire and words to clarify and motivate. And, we provide the direction and support they need to execute under pressure and perform at their highest level.

We provide speech coaching and presentation skills training to individual executives as well as groups and teams of presenters from every area and level in an organization, from the C-Suite to the front lines.

Our comprehensive approach addresses both the mental and physical aspects of speaking performance. We work together with our clients — before, during and after their speeches — to perfect content and strengthen skills and confidence. They see an immediate improvement in their ability to connect with, motivate and inspire audiences.

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