

Presentation Power

eREPORT



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"My father gave me this advice on speech making:

Be sincere ... be brief ... be seated."

– James Roosevelt, son of FDR

The #1 Fear ... the #1 Success Predictor

The number one fear of most adults (even above death) is speaking in public. Yet the ability to communicate to groups of people is a skill that can make a critical difference in our careers and in our ability to share information, ideas, experience, and enthusiasms with others. A study conducted by AT&T and Stanford University revealed that the top predictor of success and upward mobility, professionally, is how much you enjoy public speaking and how effective you are at it.

Actually, almost all of our speaking (outside the shower anyway) is public speaking ... it's just the size of the audience that changes. Public speaking can take many forms: presentations to a large audience in a public forum, presenting a proposal to a conference room of board members, or addressing one other person in a formal environment, such as a sales presentation.

If a presentation is boring and unprofessional, it can leave you with nothing but a weak round of applause, or even worse, a lessened reputation in the professional community. On the other hand, good presentations can provide opportunities for growth in power, control, recognition, and prestige. The effective public speaker establishes himself as an expert to whom individuals can turn for advice.

Most of us have experienced more than our share of boring presentations. After what seems like hours, we still don't know what message we were supposed to get. Maybe the speaker put us to sleep with his monotone presentation or we couldn't read the small writing on the transparencies, which didn't seem to match up at all with what the speaker was trying to say.

To avoid being the source of a "sleeper" presentation, you need to build your presentation skills. This eReport will give you some simple guidelines to overcoming stage fright, preparing for a successful presentation, and using audiovisual aids effectively.

For more on communicating skills, please see [Sending Out Your Best Silent Message - 19-page PDF eReport](#).

Training the Butterflies

Almost every speaker, actor, musician, and performer experiences stage fright ... that feeling of sweaty palms, jelly knees, and a stomach filled with butterflies. While the fear never goes away entirely, professionals know that you can make the butterflies fly in formation. In other words, you can learn to manage your fear.

First you must understand that stage fright is a very normal reaction. Cicero, the brilliant Roman orator, wrote, "I turn pale at the outset of a speech and quake in every limb and in all my soul." It even affected Sir Winston Churchill, who compared his pre-speech anxiety to the sense that a nine-inch block of ice was sitting in the pit of his stomach.

If these famous speakers were so affected by speech anxiety it makes sense that, for the novice public speaker, the audience might as well be made up of cannibals. The clues to the speaker's terror include: a quaking voice, trembling knees, lack of eye contact, erratic pacing or rocking, stomach butterflies, pronounced monotone, and a blank facial expression. These conditions are evidence that the speaker is so overwhelmed with self-consciousness that he has lost control of the communication process.

You can overcome stage fright if you are ready to approach it with the right attitude. The way you look at yourself; the audience; your subject, preparation, and delivery; and the anxiety itself has a direct impact on how you will feel when you walk toward the podium. Developing this attitude can help you convert the grinding fear that paralyzes you and makes you ineffective into a positive anxiety that keeps you sharp and motivates you to be the best you can be.

For more on this topic, check out Speaking With Authority - 17-page PDF e-Report.

Developing the Attitude of a Successful Public Speaker

Remember that stage fright is normal. Be open about it. Sometimes just admitting that you are feeling anxiety helps relieve it. You should also remember that you are the expert. The reason you are in a position to speak publicly is because of your knowledge of the subject. The person who asked you to speak believes that you have something of value to share. The people attending the meeting believe that they will receive information of value.

Therefore, your primary duty is to understand what your audience needs to know and prepare the message and supporting materials in a way that delivers your message clearly and powerfully. Make a strong, whole-hearted commitment to your audience. Concentrating on them and their needs will help you forget about your own self-consciousness.

Here are ten additional tips for overcoming stage fright:

- Know your material well. Be the expert.
- Practice your presentation. Do a pilot test, and if possible, videotape yourself.
- Get the audience to participate.
- Establish rapport by using names and eye contact.
- Always check the facilities and audiovisual equipment in advance.
- Research your audience. Get acquainted with at least one person in the audience.
- Relax. Breathe deeply. Visualize yourself successfully presenting your message to the audience.
- Dress comfortably and appropriately.
- Use your own style. Don't imitate someone else.
- Use audiovisual aids – to prompt you and make a visual impact on the audience.

For more on this topic, please see Mastering Your Message audio MP3s.

Characteristics of Effective Public Speakers

We've all experienced presentations from the audience side and we've seen them range from the dynamic, mesmerizing speaker to the person who reads his notes in a never-ending droning. What is it that makes one presentation better than the next? Here is an overview of the essential characteristics. An effective speaker:

- Understands the needs of his audience.
- Attempts to meet those needs as effectively as possible.
- Is the expert on his subject and has breadth of knowledge in other areas.
- Is constantly growing and improving in his understanding of his areas of expertise and his ability to present his material effectively.
- Is enthusiastic about his subject and sincere about conveying his message to the audience.
- Has a pleasing voice and appearance.

- Uses examples, illustrations, analogies, and stories to make information more interesting and exciting.
- Paces the program to keep it lively and interesting.
- Uses an appropriate level of humor and drama.
- Encourages group involvement and participation.
- Makes information as practical as possible, telling people "how to" use the information.
- Uses depth and breadth of knowledge to answer a broad range of questions thoroughly.
- Helps listeners understand and retain the information through the use of attention-getting verbal and visual devices such as repetition, graphics, and audience participation.
- Asks the audience for a commitment to change, when appropriate.

While it may not be possible to possess all these characteristics completely, the following guidelines will help you incorporate these traits into your speaking career.

To learn how to become more persuasive, check out [Becoming More Persuasive - 13-page PDF e-Report](#).

Preparing for Success – Planning

The success of your public speaking is determined primarily by the time you spend preparing – before you step in front of your audience. A good presentation requires careful planning, and lack of planning is always apparent. Sure clues are speeches that are too long, too detailed, confusing, vague, boring, or off-track. You can spend less time producing short, powerful presentations if you systematically prepare beforehand.

The often-overlooked first and most critical step in preparation is understanding the "what" and the "why" of your presentation: its purpose. Your purpose should be the broad general outcome you want the presentation to achieve. Here are three questions you can ask yourself to clarify the objective of your presentation:

- Why am I giving this presentation?

- What do I want the audience to know or do at the end of the presentation?
- How do I want the audience to feel?

It often helps us prepare for a presentation when we understand the different types of presentations. Here are four basic types that differ primarily in the amount of detail presented and the level of persuasiveness required to meet the objective of the presentation:

Sales

Use the sales presentation to sell an idea or suggestion to clients, upper management, co-workers, or employees. You may also use the sales presentation to persuade an audience to take a particular action or adopt a belief. This type of presentation uses a lot of persuasive skills and seldom requires extensive detail.

Explanatory

The explanatory presentation is best used to familiarize, give an overall perspective, or identify new developments. It should rarely involve heavy detail, but should offer the audience new or renewed information and understanding. It does not require extensive persuasive efforts.

Instructional

When you want to teach others how to use something, such as a new procedure or a piece of hardware, use the instructional presentation. There is usually more audience participation and involvement with this presentation format. It generally involves extensive detail. This is a persuasive presentation because you are convincing your audience to use a new technique or to adopt a new method of doing something.

Oral report

Oral reports bring the audience up to date on something with which they are already familiar. These generally focus on facts, figures, and other details and involve little persuasive efforts.

Know Your Audience

After you have a statement of purpose and understand the type of presentation you will be giving, you must consider the particular audience you have in mind and how to mold your presentation to fit the specific characteristics of that audience. The more time you devote to analyzing your audience beforehand, the less you will have to do "on the spot."

Here are some ways you can acquire information in advance regarding your audience:

- **Ask the presentation host** for information about the audience. Find out general demographics such as age, sex, professional level, and specific interests and needs. Also ask what the group has responded well to in the past. What presentation styles were well received?
- **Talk to members of the audience.** If possible, arrive early enough to survey one or more members of the audience to find out what they expect and what they would like to hear.
- **Talk to other speakers.** If you know other speakers who have spoken to the same group, ask them what worked and what they would do differently with the group.

Here are some questions you should always ask yourself to help you analyze the needs of each particular audience you will address.

- Why should they listen to you?
- How does what you say affect them?
- What's in it for them to listen to you?
- Why is it important for the audience to hear what you have to say?

To learn how to ask better questions, please order *The Art of Asking Questions eReport*.

What Is the Specific Objective of the

Presentation?

The next step in the preparation process is determining the specific objectives of your presentation. This is essentially the desired change in a participant at the end of the session. Describe your objective from the audience's point of view, and make it as specific as possible. For example, assume you are speaking to the board of directors and you want their approval on your new marketing plan. Here are two possible objectives for the board:

- To thoroughly understand the new marketing plan.
- To vote to approve the new marketing plan.

There is a tremendous difference in these objectives. While the board will need to thoroughly understand the plan in order to vote for it, if your presentation was focused only on their understanding, you might never ask for their approval. Be clear about what you want.

To make your presentation truly effective, you must also make your objective realistic. Ask yourself these questions:

- Can you accomplish your objective in both the available preparation time and presentation time?
- Does your audience have the necessary knowledge and background to achieve your desired results?
- Do the audience members have the authority to make the decisions you may want them to?
- Are resources available for you to accomplish your ideas? Do key individuals stand in the way of your goals?

For more on focusing your objectives, check out Goal Setting - 38-page PDF eWorkbook.

Focus on the Big Idea

Once you know your audience and are clear about your objectives and purpose, you are ready to start organizing your presentation. The first step is to find your focus. This is the Big Idea of your material, the power punch, and the one thing you want your audience to walk away with.

Back to our marketing plan example: Most marketing plans

have several sections and are supported by reams of documenting research and facts. But you probably only have twenty to thirty minutes to summarize the plan in a way that builds support and will gain the board's approval. What is it about the plan that will capture their imagination ... a new theme? ... a new program? ... a high payoff possibility?

How you translate your material, your message, into benefits for the audience determines its effectiveness. You need to structure your presentation so that it supports your one Big Idea. Of course, your message will contain more than one idea, but they should all reinforce the primary focus.

One way to make sure you are clear on your focus is to develop a basic outline of your presentation. Begin by listing no more than five independent ideas that the audience must understand for the objectives to be accomplished. Then outline your plan for presenting the necessary detail and persuasive material needed to allow your audience to understand those points. This gives you a rough outline of the content of your message.

For more on this topic, please see Expanding Your Vision and Ideas - 14-page PDF eReport.

Getting Their Attention

There are three major sections of a presentation: introduction, main body, and conclusion. Your first step is to get the audience's attention and convince them to listen to you. This happens in the introduction ... and this is where many beginning speakers lose their audience. Grab them with something vitally interesting to them. Give them an interesting story or example that ties into your focus. Use a strong, meaningful quotation or a startling statistic.

Be succinct, use simple graphic language, and most of all, never apologize! If the airline lost your bag and you're in yesterday's clothes ... if you're a last minute substitute for the best speaker in the country ... if you have the flu and a 101° temperature, don't mention it. Don't apologize for the way you look or sound, don't apologize for not being the best

speaker in the world, don't apologize because your slides are upside down ... don't apologize for anything! The minute you apologize, your ability to influence your audience is decreased. You want to do everything you can to make sure none of those negatives happen, but if they do, go on. Start your speech with power. Make your audience think they're going to be informed, entertained or enlightened – don't let them think they're getting inferior goods, leftovers, or anything except your best.

It's important to write out your introduction completely, word-for-word. This part of your presentation is too important to leave to chance, hoping you have the right words when you get there. It also acts as a security blanket. If you can get through those first few minutes, the butterflies will settle down and the rest of the presentation will flow more easily. The introduction should take 5 to 15 percent of the allowed speaking time, and it should prepare the audience for the main points of the presentation, which will come later.

Here are the main elements that are generally included in the introductory part of a presentation.

- **Begin your talk with a bang:** an attention-getter. An anecdote or some humor can ease and relax both the audience and the speaker, but only use what is appropriate and relevant.
- **Next, what's in it for them?** Involve the audience by letting listeners know that your information is relevant to their needs.
- **Increase your credibility** by relating something about your background and expertise.
- **Present your agenda,** keeping in mind the familiar slogan: "Tell them what you are going to tell them, tell them, and then tell them what you just told them."
- **What do you expect of the audience?** At the beginning of your presentation, tell listeners about the question-and-answer session at the end, or the ensuing reception, or the cards you want them to fill out before they leave.

Icebreakers

In many presentations to smaller groups, it's helpful to do an opening exercise to break the ice. This exercise sets an emotional climate for the presentation. It also gets people talking and involved with the focus of your message. The most common icebreaker is having people introduce themselves and explain their reason for attending the presentation. Simple games that are fun and get people involved are an excellent way to get a session started. If you can start off with a little humor, people will relax, open up, and be more ready to listen. (If you're presenting an action plan to deal with nuclear war, a humorous icebreaker might not be appropriate.)

The three most important criteria for a good icebreaker are:

- **Short** – five to ten minutes
- **Appropriate** – have something to do with the topic
- **Participative** – be something that each person can, and wants to, get involved with.

The Main Message

Once you've gotten the audience's attention, you need to deliver what you promised in the shortest, most interesting way possible. Two things to keep in mind as you structure your message are the attention cycle of your audience, and pacing.

It can be discouraging to look into the audience only to note the number of persons with drooping eyelids and slumping bodies. Obviously, their attention span has fizzled. There are ways that you, as a presenter, can bring them back up, leaning forward with interest. First, you have to understand the basics of the attention cycle. Studies have shown that material at the beginning and end of a presentation will be remembered more than the material in the middle. Our attention span only lasts for a short time and then it tapers off. When we sense the end of a message, we pull our attention back in time to catch the last material. Fluctuation of the attention cycle is one of the main reasons we put such emphasis on the introduction and conclusion.

But, how do we hold people's attention during the main body of our message? Simple, we create a lot of mini-cycles with beginnings, middles, and ends instead of having one big cycle that lasts through the entire presentation. We do this with pacing.

You should plan a change of pace every 10 to 15 minutes so that you can break up your talk into mini-cycles and keep attention riveted. You can do this by including appropriate humor, stories, exercises requiring people to move their bodies (even if it's just raising their hands), or calls for a verbal response. Keep these change of pace exercises as physical as possible if your presentation occurs after lunch when much of our energy is diverted to our digestive system.

In addition to changing your pace frequently, there are four techniques you can use to help your listeners remember more of your message. These are:

- **Repetition:** let the beginning of your presentation whet their appetites for the main message and have the wrap-up reinforce the main points of the message and call for action. Main ideas should be stated more than once, using different words to keep the presentation from being redundant or boring.
- **Association/connection:** using stories and analogies that connect your ideas to something the listener already understands will assist him in grasping and remembering your message.
- **Intensity:** your tone of voice can reflect the passion you have about your message. You can also convey the emotional content of your message by telling gripping, relevant stories and by relating the message to the lives and values of the individuals in the audience. You can add intensity to your visual aids with the use of color and pictures or illustrations.
- **Involvement:** your presentation should appeal to as many senses as possible, because people have different methods of processing information (i.e. visual, auditory, emotional). Use visual aids, hand gestures, and sound effects, anything that gets the audience involved with the message. Group participation exercises such as small

group discussions, exercises, or workbooks are extremely helpful for increasing memory and understanding.

These memory supports keep attention at a high level and helps people remember your message. Other techniques you can use to sharpen your presentation include:

- **Examples:** an appropriate example can quickly and powerfully transmit your message.
- **Statistics:** when used sparingly and presented simply, statistics can add drama and credibility to your message.
- **Comparisons:** can help your audience evaluate different options quickly and logically.
- **Testimony:** the personal story or tribute of a credible person can make your message more believable.

Remember that the purpose of your presentation is not to present all you know about a subject – it's to present what your audience needs to know in a way that meets your personal objectives as well as theirs.

For more on this topic, please see Charisma - PDF eReport.

Conclusion

Many speakers have a dynamite opening and a powerful, interesting message only to drop the ball at the end. You need a strong wrap – up. It serves an important role for the audience. This is where you will sum up and stress the main ideas you want the audience to remember. You call for and encourage appropriate action.

Your conclusion should repeat your main ideas: don't expect the audience to remember a point that they have heard only once. You can signal a wind-up of the presentation with a phrase such as: "Let's review the main points we've covered." When you indicate the conclusion, you give the audience a chance to reaffirm that they know and understand the main points covered during the session. Your conclusion should be strong, succinct, and persuasive. Many speakers consider this section almost as important as the introduc-

tion, and so also write it out word-for-word.

Practice and Visualize Success

You know your audience. You know your material. You've written a dynamite speech. The last step is to practice delivering it. The following guidelines may assist you in the process.

Rehearse out loud. Do this in order to check your timing (you read out loud slower than you read in your mind), and to make sure your presentation flows and sounds the way you want it to.

Rehearse at least four or five times. You should feel comfortable explaining all of your ideas. Don't try to memorize your speech, however, or you may end up sounding stale, as if you are reciting or reading.

Rehearse in the actual location of the presentation, if possible. It is better to work out the technicalities of visual aids, outlets, and positioning during a rehearsal as opposed to the day of your presentation.

Time yourself during rehearsals. During your last few rehearsals, time yourself so that you can make sure you stay within the amount of time allotted for your presentation.

Rehearse in front of people. Get used to public speaking through rehearsing with family or friends. Ask them to explain what they heard. This will give you a chance to make sure your message is clear. Ask them if your visual aids are effective and if they make your message more understandable. Ask them what you can do better.

Once you have rehearsed your presentation and feel comfortable with the material, visualize yourself presenting it successfully. Olympic athletes use visualization to reach their peak performance. Studies have shown that visualized practice has almost the same effect as actual practice. Visualizing a successful conclusion to any activity gives you a better chance to experience success. Each time you experience success, you become more confident and more expert

in your delivery.

While you are comfortably seated, close your eyes and visualize your entire presentation. See the room and imagine yourself walking to the front of the room and being greeted by a warm round of applause. See the audience and feel them anxiously awaiting your message. Hear yourself begin. Your voice sounds confident and strong. Mentally go through your entire presentation. See the audience rise and give you a standing ovation when you finish. Feel your pleasure as people come up after the presentation to tell you how well you did and how important the message was to them. Bask in your success. Repeat this exercise until you feel confident and well prepared.

Visual Aids

As you're preparing your presentation, one of your main concerns should be the type of visual aids to use. In addition to hearing your message, if the members of the audience can have the important points emphasized with good visual aids, they will remember much more of your message. Another reason to pay special attention to your visual aids is that they are the most dramatic part of your presentation. Your audience will be deeply impressed by your visual aids – whether that impression is good or bad depends on how well you prepare.

Visual aids can help you appear more confident, more professional, and more of an expert. They can add color, humor, and images that you could never convey in words. However, if poorly done, they can undo everything you might accomplish with your words.

The most frequent mistake made with slides and overhead transparencies is putting too much information on one image. Each visual aid should focus on one idea. Try to visually reinforce the idea you're presenting with a chart, graph, cartoon, picture, or illustration. The second most frequent mistake made is using the visual aid as a cue card and reading the information. The audience can read faster than you can talk so this is deadly boring!

The size and formality of your audience determine which

type of visual aid will be most effective for you. Flip charts and white boards are best with small, informal groups; overhead transparencies work well with medium-sized, formal groups; and large, formal audiences generally respond best to slides or very professionally done overhead transparencies. Here are some simple Do's and Don'ts for each type of visual aid.

Flip charts

It looks so easy – a blank pad of paper on an easel and a pen in your hand. Ahhh ... the power of the pen. But, that pen can explode on you if you don't follow a few simple Do's and Don'ts.

DO...

- Print large enough to be read at the back of the room (don't assume it can be read – go back and check it)
- Write down only the key points using key words
- Give the audience a moment to read the page before turning it
- Pencil in information beforehand if you want, and/or pencil notes in the margins
- Post key sheets (each with a brief but descriptive title) on the wall for added emphasis and clarity
- Keep a blank sheet between pages of prepared material to prevent "bleeding"
- Use wide, felt-tip watercolor markers in strong, bright colors – throw the pens away the second they start running out of ink or squeaking

DON'T...

- Read the page
- Turn your back to the audience
- Put too much on one page
- Stand in front of the easel when speaking

Overhead Projectors

Flip charts are most effective for small, informal groups. For a more formal group, you might want to use an overhead projector. Well-done transparencies can be as effective as more expensive slides. Too often, however, someone copies a written document onto a transparency and assumes that it will work. You can put more information on a transparency

than you can a slide but you can't show a complete balance sheet or five-year P&L and expect your audience to comprehend any part of it! This is not the place to show memos or lengthy textual material. When using overhead transparencies, remember:

DO...

- Make them legible
- Use colored pens to highlight information during the presentation
- Frame transparencies (use the frame for notes)
- Check alignment and focus before your talk
- Make sure you have extra bulbs

DON'T...

- Crowd information
- Read from the screen
- Turn out the lights

Slides

Slides are the best visual aid to use at large meetings since they allow the widest range of graphics and provide the best quality. They do have one major drawback – unless you have rear projection, they require a darkened room. People go to sleep in dark rooms!

If you need a dark room in order to get the full effect of your slides, you may want to group them into one short, visually interesting period rather than showing them throughout your presentation. When using slides:

DO...

- Check equipment
- Present one idea per slide
- Use a dark background and light lettering
- Use six lines, maximum, per slide, up to six words per line
- Change slides every 15 to 20 seconds
- Use build-up slides for complex points ("Build up slides" add new points on successive slides until the entire point shows on the final slide. For example slide # 1 would show point A; slide #2 would show A and B; slide #3 would show A, B and C, etc.
- Use bar and pie charts

- Use special effects for emphasis – not because you can
- Keep the slides simple

DON'T...

- Turn out the lights any longer than necessary
- Crowd information
- Read the slides
- Turn your back to the audience
- Distract attention with a pointer
- Back up to previous slides – use copies if you need to repeat a point

Use a title slide before each major section. You will impart a professional, "corporate" image if you use a standard border and logo and the same color background.

Make charts and graphs as straightforward as possible, and vary these with slides of text, illustrations, special effects, etc. Text must be basic and direct.

Check equipment beforehand or you could be setting yourself up for embarrassment and worse. Use a remote control device if you are controlling the presentation; otherwise make sure the person controlling the slides knows your script.

Your ability to speak in front of groups is one of the most important professional skills you can develop. To truly develop the skill, however, you have to practice it in front of a real, live audience. Force yourself to find opportunities to speak. Volunteer at your professional organizations, civic clubs, or church. You might even consider joining Toastmasters, which offers you a weekly speaking experience in a supportive, educational environment.

As I stated at the beginning of this eReport, the ability to make public presentations is the number one predictor of the level of professional success. Create an informative, interesting presentation style and you'll be that much closer to success!

For more on presentation skills, order the Powerful Presentation Skills downloadable MP3.



Tony Alessandra, PhD, CSP, CPAE

Building Customers, Relationships, and the Bottom Line

Dr. Tony Alessandra helps companies build customers, relationships, and the bottom line. Companies learn how to achieve market dominance through specific strategies designed to out market, outsell, and out service the competition.

Dr. Alessandra has a street-wise, college-smart perspective on business, having fought his way out of NYC to eventually realize success as a graduate professor of marketing, an entrepreneur, a business author, and a keynote speaker. He earned his MBA from the University of Connecticut and his PhD in marketing from Georgia State University.

Dr. Alessandra is president of **Online Assessments** (www.OnlineAC.com), a company that offers online assessments and tests; co-founder of **MentorU.com**, an online e-Learning company; and Chairman of the Board of **BrainX**, a company that offers online digital accelerated learning programs.

Dr. Alessandra is a widely published author with 14 books translated into 17 foreign languages, including **Charisma** (Warner Books, 1998); **The Platinum Rule** (Warner Books, 1996); **Collaborative Selling** (John Wiley & Sons, 1993); and **Communicating at Work** (Fireside/Simon & Schuster, 1993). He is featured in over 50 audio/video programs and films, including **Relationship Strategies** (American Media); **The Dynamics of Effective Listening** (Nightingale-Conant); and **Non-Manipulative Selling** (Walt Disney). He is also the originator of the internationally-recognized behavioral style assessment tool **The Platinum Rule™** (www.PlatinumRule.com).

Recognized by *Meetings & Conventions Magazine* as “one of America’s most electrifying speakers,” Dr. Alessandra was inducted into the Speakers Hall of Fame in 1985. He is also a member of the Speakers Roundtable, a group of 20 of the world’s top professional speakers. Tony’s polished style, powerful message, and proven ability as a consummate business strategist consistently earns rave reviews.

To learn more about Dr. Alessandra and his services, visit www.Alessandra.com.

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Listening Assessment

Sales Effectiveness Assessment

Social Styles Assessment

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The Platinum Rule Self-Assessment

The Platinum Rule Observer Assessment

The Platinum Rule Scoring Matrix

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Other Alessandra Products

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The Platinum Rule Training Student Kit

The Platinum Rule BrainX Digital Learning System (Software)

Dr. Alessandra's company, Platinum Rule Group LLC, offers seminars, workshops, and on-site training to corporations and organizations in the areas of sales, one-to-one marketing, customer service, and interpersonal relationships. For more information, call: 1-330-848-0444 x2 or email: info@PlatinumRuleGroup.com.

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