

- 1) Rules to sell ideas
- 2) Always focus on the bigger picture
- 3) Presentation secrets of Steve Jobs
- 4) Sell your ideas the Steve Jobs way & passion
- 5) Remember that passion is contagious
- 6) A board game called Cranium
- 7) The reference to Starbuck was about how the business is not just about coffee. The owner said that ~~that~~ was not what his business is about.
- 8) The reference stressed on finding out what you're passionate about.
- 9) The reference to Twitter was to convey that 140 characters should be more than enough to convey your idea.
- 10) 'the big picture' refers to the fact that the customers do not want to know the details, they just want to know how the product benefits them & why they should care.
- 9) Creating a story with a hero & a villain helps in showing that our product is better than others, and in what ways it is more beneficial. It also makes the presentation interesting.
- 10) (1) Sell the benefit
(2) Introduce the hero
(3) Tell customers how they will be benefitted
- 11) He talked about a phone & a laptop and how their combined version would be beneficial to the customers. He was relatable & precise & created an interesting presentation that captured attention.
- 12) Numbers should be brought into a presentation by bringing them to life, putting them into an understandable concept, in a relatable perspective for the customers/audience.
- 13) 'picture superiority' refers to the fact that audiences are more attracted by pictures & visuals as compared to words and texts on screen.
- 14) 'Emotionally charged events' like the return of Steve Jobs to Apple in 1997 can move the audience so that they are affected by the passion.

the speaker. Bringing in the emotion-factor helps to keep the attention of the audience and makes for a good presentation.

- 5) (1) eye-contact
- (2) open-posture
- (3) Using hand gestures

These 3 points help in mastering stage presence.

16) We are selling dreams, not products because ~~as~~ it is important to focuss on the customer, their needs & their hopes. Simply selling a product will not bring out the passion required for this.

17) Steve Jobs talks about how Apple was started ~~is~~ with a vision of having computers in homes.

18) 'One more thing' is like a closing statement that assures the audience that they'll be back with newer, better products.

19) Dream bigger, see genius in your craziness and deliver & communicate your ideas with passion.

20) Yes, I agree

I liked the tips given for better presentation

No, we can't all be like him.

→ extraordinary storyteller

Presentation secrets of

sell your ideas the Steve Jobs way

Steve Jobs

effectively sell ideas

new rules of persuasive presentation

new businesses, methods

communicating the vision

receptive audience

Alan Holm, Detroit

• Passion; cannot inspire

• 1992 return to Apple

• really clear with what you want in life

• People with passion can change the world for the better

• Rock in the cranium → Richard

• starts from leader/entrepreneur

• Passionate about building self-esteem (where do great ideas come from)

• Customers are best sales force

• Passion is contagious

• Appeal to heart before brain - Susie ^{Norman} ~~Orman~~

• 'What am I passionate about?'

• Explain your passion in 140 chars

John → big pic before details

Problem → Too much info

simple, visual, headline → what he wants you to remember

• It takes courage to communicate simply.

• every great story req. a hero & a villain

Mac → hero; IBM → villain

• iPhone - 2007

* Info, edu, ent → 2 min extraordinary skill

• changed the messaging

• sell the benefit; introduce the hero & tell customers how they'll be benefitted

• What's in it for me?

• browsing, email, pics, vids, music, games, ebooks

Slow, low quality displays, pc-software → notebooks

• Ans why should my audience care first. Don't leave them guessing.

• Bring nos. to life, put into an understandable concept.

• CISCO router → put nos. into perspective

• Helps to think visually (ppts.)

• simply compliments the messenger.

[Steve

- Picture superiority
- People remember 10% of verbal & 60% of visual
- communicate the vision so that people remember
- Think visually
- Brainstorming, white-boarding
- mental post-it → dopamine
- Today Apple reinvents the phone
- mental sensory experience
- Bill Gates → philanthropist
- communicate diff. issues in a way that people understand

Mastering stage presence →
↓
65% impression

verbal delivery
body language

- ★ 1) eye contact (89%)
- 2) open-posture
- 3) use hand gestures
- 4) You are selling dreams not products
- focussing on customers, their needs, their hopes.
- Don't let the bozos get you down

Dream bigger

See genius in your craziness

Deliver & comm your ideas with passion