1000- BHARDWAJ English for Engineers 18BIT0272 whener and make the a Had Masis Slot - L11-12 LISTENING TASK-2 Assistant shifting grading myo (d) Rules to sell ideas as many head gashers 2) Always tocus on the bigger picture of produce of any & 3) Presentation secrets of steve Jobs down med condens and re enough of 4) Sellyour ideas the steve Jobs way & passion good for Him Ismany 5) Remember that passion is contagious 6) A board game called Cranium was track with rate with 7) The reference to Starbuck was about how the business is not just about 2) coffee. The owner said that that was not what his business is about 1) The reference stocksed on finding out what you're passionate about 8) The reference to Twitter was to convey that 140 characters should be 13) more than enough to convey your idea. greps to 1814 (or 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 benefit 场 them & why they should care. a) Creating a story with a hero of a villain helps in showing that there product is better than others, and in what ways it is more beneficial. gr 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 like

- 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 laudience.
- 13) epicture superiority' refers to the fact that audiences are more attracted by pictures 4 visuals as compared to words and texts on screen.

14) Emotionally charged events' like the return of steve Jobs to Apple in 1997 move the audience 30 that they are affected by the passion as

the speaker. Bornging in the emotion-factor helps to keep the attention of! the audience and makes for a good presentation. reoffsåk NEAT AMIN STELL el did tit 5) (1) eye-contact (2) open-posture asstilled of colude of (3) Using hand gestures These 3 points help in mastering stage presence is it no west warm to 16) & we are selling dreams, not products because as a it is important. to focus on the austoner, 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 in 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 never, better products.

19) Dream bigger, see genius in your craziness and deliver & communicate your ideas with passion. and bound with passion. yours of early voltical of sometimes of the 20) Yes, I agree sour idea some for the some for the convey your idea. of diked the tips given for better presentation of a control the Notice can't all bedrikenting, toward full part stinder and word in is them I why they should care. Thereting a story with a tere & a villan helps in showing that the product as briter than there, and in what ways it is more beneficial It will makes the presentation interesting thought the bondit side) Entrockice the Loro 12 (13) Tell cuestions of how help will be henefitted 18 tableed about a phone 2 or leptop and how hear combined vertien provide be benefitial to the customen He was related a pricing incipation of mailder with metalestational finites and the september of in a mark who a presentation by bringing there is left.

Presentation secrets of

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Alan Holm, Detroil

ensity will char it in might profit i

peter drague and it.

sell your ideas the steve Jobs way

effectively sell ideas

new rules of persuasive presentation

new businesses, methods

communicating the vision

receptive audience

· Massion; cannot inspire

1997 return to apple

mountained and itself in a complete prophe wealess 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-esteen (where do great ideas come from)

· Customers care best salu force

· Passion is contagious

- Appeal to heart before brain - Susie - norman

what am I passionall about publing for mount pulled are not to

· Explain your passion in the charce

John - big pic before details esqual most down more manufactually mentioned a

Problem - Too much info

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

19+ takes cowrage to communicate simply.

every great story mg. a hero & a villain

Mac - mero; 1BM -s villam

1 iPhone - 2007

* info, edu, ent - 2 mon Jextraordinary skill

· Changed the messaging

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

· What's in it for me?

" browning, email, pics, vids, music, games, ebooks Slow, low quality displays, pc-softwares - retbooks

· And why should bony auddence care first. Don't bear him guessing.

· Bring nos. to life, pur into an understandable concept

· CASCO JOUNEY - put nos. into perspective

"Hulps to think visually (ppts.)

" simply compliments the messenger.

· People remember 107. of verbal & 60% of visual soft Laster V. · communicate the vision so that people remember ely sell ideas motherward swampring for · Think visually in the transfer of the transfer · Brainstoming, white - boarding proises out profession 'mental post-it - dupamine sersilono · Today Apple reinvents the phone ovigent tomas : · mental censory experience · Bill Grates + philanthropist · communicate diff. issues in a way that people understand The passion can change the could fee masterny stage presence the creentien is ficherd 65% impression from leading entroprencus verbal delivery body language more exposed stilling self-eigen * i) eye contact (89 7.) and over best sale force moi bothes of 2) open-posture is heart of fore brain suce orners J) use hand gestures 4) you are selling dreams not product the transitions , focussing on customers, them needs, their hopes. guera parsion of the charce a big ple before detail · Don't let the bozos get you down of of Assum toll Dream bigger See genius in your craziness Deliver & comm your ideas with passion storius of sporters is great story reg. a hero e a villain massive system over This pro some pertrograms a free cust

ing meetings.