

Making your sales presentations more interactive - Speak visually

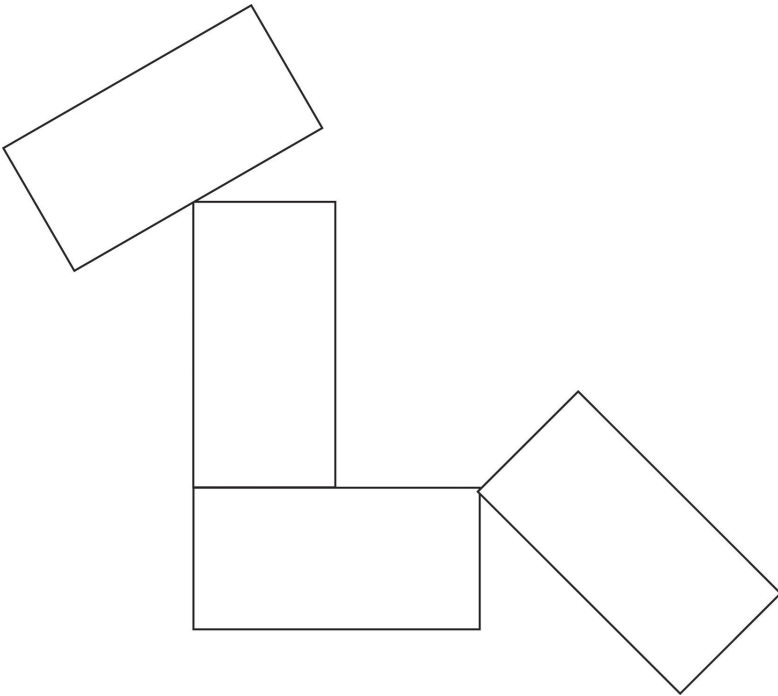
Our visual sense is a strong one. Over 80% of the information we gather comes through our visual sense. We often assume that our message is clear when we talk but when we take away the visual aspect of our sales presentation our customer uses their imagination to visualize our product or service and themselves using it.

Here's a simple exercise that will test your ability to communicate visually:

Describe this diagram to someone and ask them to draw what they hear. The listener will not be able to see the diagram or ask questions. You will not be able to ask them questions and you will not be able to make eye contact.

See how accurate the listeners diagram is when you finish the exercise. The closer the diagram is to the one you described, the clearer your communication was.

Make your communication more interactive by incorporating the visual sense, even over the telephone. If your customer can't see the image you need to help them visualize it. Begin with the big picture first (the overview) and then provide the details. Helping customers visualize the product or service engages one of our strongest senses the power of visualization.



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