



Claudyne Wilder

# Sell your ideas with a savvy use of graphics and words

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In creating a product-oriented sales presentation, there's always a fine line between saying too much or too little about the product. You will notice in these examples that we cut some text, assuming that the audience needed to hear less and absorb more. To keep the clutter to a minimum on the screen, we also removed the logo. Since the word *Nature<sup>2</sup>* appears on so many screens, it wasn't necessary to use the logo.

If your company has strong name recognition, you may not need to include the name on every screen. If you want your audience to remember the product or company name, then you must decide how many times to show it to them.

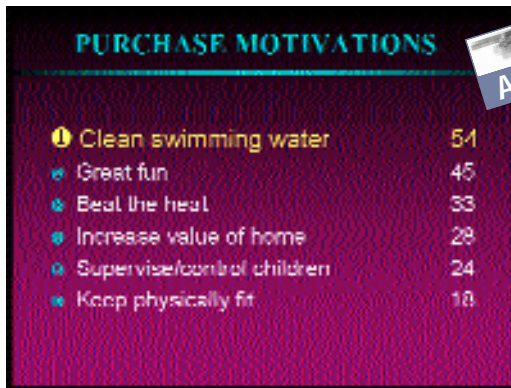
I recommend using your logo on your opening slide, but ask yourself if it really adds anything to the rest of the slides. If the answer is no, leave it off.



BEFORE

**Put your most important info on center stage**

**Before:** This screen shows a quote from an industry research expert. That is not the visual's most important point, yet it is given center stage. The title doesn't describe the visual's real point. And the font size used for the motivations is too small.



AFTER

**After:** We titled the visual to indicate what is most important, deleted the quote and formatted everything in a larger font size.

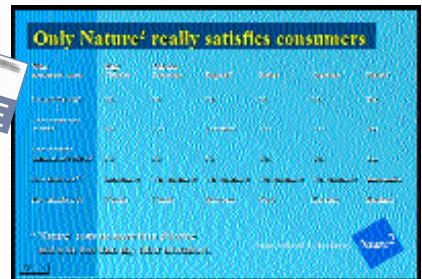
**The Build:** We decided to build this visual to add suspense and variety to the screens. The build starts at the bottom and goes up the list. We chose to show the most important motivation last. This screen is a good one to use for interaction with the audience.

## Use tabular comparisons to beat your own drum

**Before:** Here we have a table. The point is not to look across and notice each category, but to look down and see that *Nature<sup>2</sup>* satisfies consumers. Also, the presenter can speak the sentence that now appears at the bottom of the slide. If the presenter is worried about remembering that point, it can be built to come onto the screen after the table is discussed.

**After:** First, we made a real table. And we put *Nature<sup>2</sup>* first. We want the audience to see *Nature<sup>2</sup>* as they start looking at the chart from left to right. And we want *Nature<sup>2</sup>* to stand out, so we made the column a different color. We deleted some words and shortened the features in the far left column. You want to make it easy for your audience to compare products, and you want your product, naturally, to appear the best.

BEFORE

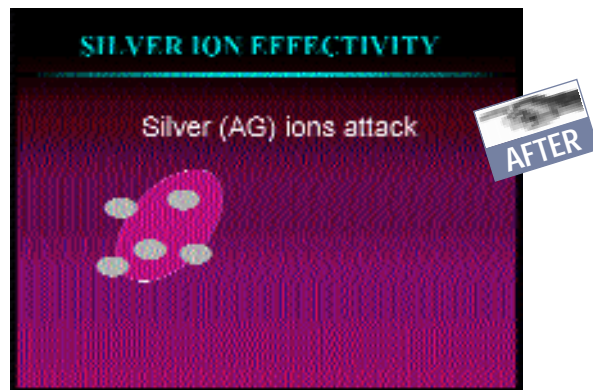
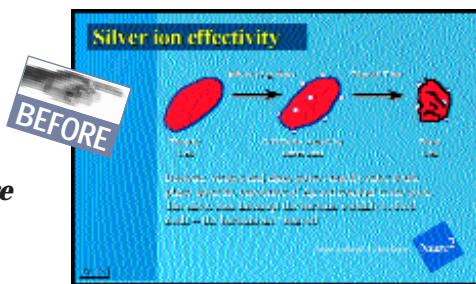


AFTER





**Creative builds are great ways to communicate complex ideas**



**Before:** This screen includes a sentence. If this sentence is already visible, what is the presenter going to say? The screen also labels the cells. Again, the presenter has less to say if everything is shown on the screen.

**After:** The revision of this screen is created as a build. The presenter can then talk as the pictures and words appear. Creation of the word *destroyed* was done in Microsoft WordArt.

**The Build:** First the healthy cell appears then the silver ions come in from all directions on the screen — this seemed like an appropriate screen in which to use some fun builds. Then the destroyed cell comes up with the word *destroyed* moving on top. Afterward, the words *bacteria*, *viruses* and *algae* appear. These words could be left off, depending on whether the presenter thinks he will remember to say them.



**Categorize large lists for quick reference**

**Before:** Here we have a list of all the great things about Nature². The problem is that the list is long, so the audience members gasp internally when seeing the screen. They are wondering whether the presenter is going to speak about each item. Meanwhile, the presenter is wondering how to go through this list without being boring or monotonous.



**After:** First, we made the title more explicit. Then we put the list items in categories. The audience can grasp three categories more easily than a list of more than 15 points. Also, the presenter can say, for instance, "Here are all the reasons Nature² ranks No 1. I want to speak about the science area." This makes it easier for the presenter to present.

**The Build:** If the presenter chooses to talk about each category, the categories can be done as a build. ■

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Do you have a presentation that falls flat or blends into the crowd? It may simply need an injection of energy, organization or individuality. To have your material considered for a Before & After redesign, send your presentation on a Windows-compatible

floppy disk to Claudyne Wilder, Wilder Presentations, 57A Robinwood Ave., Boston, MA 02130; 617.524.7172; claudyne@quik.com. Only presentations selected for redesign will be returned to the sender.