



GUERRILLA PRESENTATIONS:
UNCONVENTIONAL WEAPONS AND TACTICS



HOW TO DELIVER POWERFUL PRESENTATIONS

Presented just for IBM Business Partners

by Mark S. A. Smith
THE GUERRILLA GROUP inc

It's a Jungle Out There!

“You have high expectations from the people that serve you. Are your audience's expectations any lower than yours?”

Audiences Expect More

Excitement level set by _____

Humor standard set by _____

Attention span set by _____

Perfection expectation set by _____

Delivery time expectation set by _____

“The old models and old books aren't working any more because the authors didn't anticipate the impact of technology.”

What is Changing?

Old model:

1. Tell 'em what you're going to tell 'em.
2. Tell 'em.
3. Tell 'em what you told 'em.

New model:

1. “_____ 'em what they came for.
2. Tell 'em what you came to tell 'em with _____.
3. _____ what you told 'em.”

Use _____ instead of brute force

“You can use this simple script and change everything.”

How to ensure your audience is receptive

“If you're sitting beside someone you know, please move because you'll get more out of this session. I'll tell you why in a minute.”

“The person you're now sitting by is your new learning buddy. When I give you the word, turn to your new neighbor, and find out their name, how many brothers or sisters they have, and find out what they do that could help you. Ninety seconds. Go!”

“Please end your conversation in 10 seconds.”

Count to ten. “Thank you! So the question is...”

“Who can remember the name of your new buddy? Be honest! Looks like ____ percent. Who can remember how many brothers or sisters they have? Looks like almost everyone. And who can remember what they can do to help you? You all can! And who’s sitting next to someone who they might do business with in the future. Yes! You can do lots of business by just sitting next to strangers!”

“Now turn to your new buddy and find out what they want from this session. Why are they here? What problem do they have? What do they need to know to make this time worth while? Ninety seconds. Go!”

“Please end your conversation in 10 seconds”

“Thank you” “So the question is....”

“Now that you know why you’re here, it helps me to know why you’re here. Go ahead, shout it out. Not all at once!”

Take answers from about 5 people. “Time for two more. Time for one more. Time for no more.”

If you’re going to cover that point: “What would that be worth to you? or What would that mean to you?” “Great! We’ll do that!” When you cover that point, refer to the person: “You asked about this...”

If you’re not planning to cover that point and feel it’s important: “Who else wants to know that? While I hadn’t planned to go over that, let’s cover it briefly.”

If you don’t feel it’s important: “I didn’t plan to cover that, please see me after the session or call me, and I’ll be glad to talk with you about that.”

“Not everyone wants to be there.”

Why are your customers there?¹

Vacationer, donut eater

Prisoner

Explorer

Sophisticate

“This script brings together the people in the room, whether they want to be there or not.”

How to enroll your audience

“I know that there are a number of reasons why you might be here today. You might be here because you get a day away from the office, all the donuts you can eat, and you won’t have to do anything, except at the end of the day tell your boss, ‘Great seminar.’”

“Or you might be here because your boss told you so. You don’t even know why you’re here, you’ve got plenty of work to do back at the office.

“Or you might be and expert and tempted to see how much more you know than the instructor, ready and able to correct them when they’re wrong.

“Or you might be here to learn something new, discover a new way of doing things, or perhaps solve a problem you face. Regardless of why you’re here, I suggest that you decide what you want from today, understanding that the reason why I’m here is to share with you ideas that I believe can improve your business.”

“Not every idea will work for you because of your personality, your business, or your customers. If you’re willing to use your best judgement, I’m willing to offer lots of ideas.”

“Some of these ideas you already know, and I’ll ask you to think about them in a new way. Some of these ideas are things you used to do, and I’ll remind you of how powerful they once were. And some of these ideas are new, and when you decide to use them, they will make you as successful as you wish to be.”

¹Scannell, Ed, Speech, Denver CO Jan 7, 1995. Contact him at 602 970-0101.

“Comedians call them hecklers. Presenters call them know-it-alls. Here’s how to disarm them at the start.”

How to eliminate the know-it-all²

“Let’s find out how long you’ve been in business. Please stand up. OK. If you’ve been in business 2 years or less, please be seated. I’ve got some ideas that can help you be more successful more quickly.

“If you’ve been in business 7 years or less, please be seated. I’ve got some ideas on how to take your business to the next level.

“Those of you that are standing are the business veterans. Give them a round of applause for their commitment to free enterprise!

“Let’s see who’s been in business the longest. More than 15 years…” Until several remain standing. Poll them.

“Please give them a round of applause.”

“Now I’m thinking that you must be thinking, ‘What can you teach me?’”

Ten percent of the time they respond with, “You’re right”. Say, “I think I found some new ideas for you.”

Ninety percent of the time they respond with, “Oh, no. I learn every day!”

Give them a gift. “It’s not for you, it’s for someone that you’re mentoring.”

“Not every program goes the way you wish. Here’s why.”

Why conflict arises and how to make it disappear

The difference between technical minds and corporate minds

Mismatch of communication

Frustration

Anger

The solution

Suspend judgement

Switch communication modes

“Keep these ideas in mind when you deliver your program and your audience will get your message.”

Assumptions for success

The person who wants something is responsible for the communication.

Moving from agreement to agreement is easier than moving from disagreement to agreement.

You don’t know what they need until they tell you.

² The idea for this sequence came from Sarah Reeves. 1-800-REEVES1.

“Here’s how to make your message stick, no matter who’s in the audience.”

Adapting to Communication Styles

Need for Information and Detail

	General	Specific
Communicate:	Be direct, bottom line	Thorough, complete, precise
Persuade:	Summarize, charts, graphs	Break into incremental steps
Motivate:	Align with long-term plans	Include supporting docs
Presenting to both:	Stories, rules of thumb, bullets	How to’s, lots of details
	Executive overview	In-depth analysis

Information Sorting

	Match.....	Mismatch
Communicate:	Establish common ground	Debate the issues
Persuade:	Illustrate consensus	Validate with authoritative evidence
Motivate:	Invite them along	Preponderance of proof
Presenting to both:	Social proof	Suspend judgement
	“Just like you...”	“Now you might bethinking...”

How to suspend their judgement

“I don’t know. . . or not, but. . .

“I don’t know if I should tell you this or not, but. . .”

“I could be wrong, but. . .”

“I know you’re skeptical. And that’s good! Your skepticism keeps you from making mistakes. Yet these ideas are so new you may not have a past experience to compare them. So I suggest that you sit back, relax, and listen to the program all the way through before coming up with questions or making a judgement.”

Organization of Tasks

	Options	Procedures
Communicate:	Be flexible, let them jump around	Stay on track, numerate
Persuade:	Be the best of several alternates	Lead to single, logical choice.
Motivate:	Offer a set of alternatives	Structured decision making, cycle times
Presenting to both:	Talk in headlines, bullets	Worksheets, “Prove it to your self” demos
	Overview demo first	Logical progression

Locus of Motivation

	Internal	External
Communicate:	Ask questions	Offer opinions, testimonials
Persuade:	Suggest based on past experiences	Appeal to what others think
Motivate:	Align with personal vision	Awards, rankings, public recognition
Presenting to both:	Your success stories	Other’s success stories
	What’s in it for them	What’s in it for others
	How to justify it for themselves	How to justify it for others

Level of Initiative

	Proactive	Reactive
Communicate:	Everything is their idea	Advise, spell it out
Persuade:	Something to say “yes” to	Prescribe specific solutions
Motivate:	Initiate, expedite everything	Push gently, involve others
Presenting to both:	Interactive demos	Be entertaining

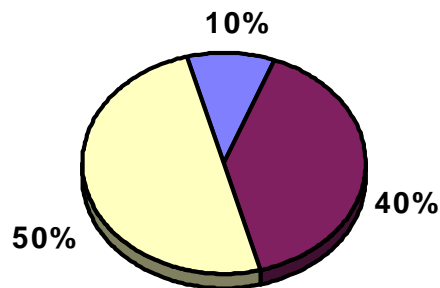
View of Objectives

	Toward	Away From
Communicate:	Potential positive outcomes	Potential negative outcomes
Persuade:	Return on investment	Opportunity cost
Motivate:	Seeking pleasure	Avoiding pain
Presenting to both:	The worth of moving forward	The cost of things remaining as they are
	Dream space	Pain space

“Ninety percent of what motivates adults is hidden. And like sailing toward an iceberg, what you don’t see can sink you.”

How to Motivate Your Audience

The Iceberg Principal



Focus your effort on maintaining the _____ and managing their _____, and your program will always be a wild success!³

“Focus first on your relationship with the audience. Once you’ve established that, they’ll go wherever you wish.”

How to Create Relationship

Dress to _____ or just a little better

Meet them first

Always be introduced

³ After Bruce Joyce. Confirmed by our own experiences in sales, presentations, and motivation studies.

Bond with the audience

Eye contact

“They’ll forget 90% of what you say unless you do something special.”

Make Your Ideas Stick

How adults process information⁴

Visual ___%

Auditory ___%

Kinesthetic ___%

How adults retain information⁵

___% Hear it

___% Write it

___% Talk about it

People don’t argue with _____.

“What are the three best things...”

⁴Specific Diagnostic Studies. Sample size, 5,300.

⁵Gordon, Kip & Associates. Englewood, CO.

“Using these simple techniques, you increase their retention of what you say.”

Factors that Affect Seminar Recall⁶

1. The _____ thing said
2. The _____ thing said
3. _____
4. _____ and _____ items
5. Breaks
 - No more than 10 minutes
 - Set up breaks:
 - “By seminar standard time, it’s time for...” (Let them say it!)*
 - “A break? Don’t you usually go for three hours? OK! Take a look at your watch. In 7 minutes, be back. We’ll be covering... and we’ll be drawing for door prizes. You have to be here to win! How are we doing so far?”*
 - Countdown timer (www.mindpath.com) with call-back music.
 - Always restart on time, whether they’re there or not!
6. Review

7. Landing Important Points

“Do this exercise after your main points, and you’ll re-energize them and motivate them to want more.”

How to Wrap Up a Segment

“Turn to your learning buddy and find out what’s the best idea they’ve heard so far that they can use immediately to increase their business. Oh, and if you hear a good idea, steal it! Ninety seconds. Go!”

Buddy debrief creates social proof

Gather ideas from the audience after the buddy debrief, ask “How much is that idea worth to you?”

⁶Rose, Colin, *Accelerated Learning*. New York: Dell, 1985. P. 31.

“The audience is always motivated when they’re doing something fun.”

How to Get the Audience Involved

“Who here...”

Pick a partner

“These are common errors that speakers make. Eliminate these mistakes and you’ll be a wild success.”

Barriers to your success and how to remove them⁷

Being _____

“I just got these foils last night and...”

“I know you can’t see this, but...”

Disconnecting from the audience

Talking to the screen

Reading from a script

Timing

Starting and ending late

Rhetorical, mind reading questions

“Who knows...” to unknowable questions

“What do you think happened?”

“You know what?”

Inappropriate humor

Not acknowledging their _____ -

⁷Aslett, Don. *Is There a Speech Inside You?* Cincinnati: Writer’s Digest Books, 1989. P. 102.

“The proper setup of your room increases their motivation and learning speed. Here’s some time-proven tips.”

How to Control the Environment

“The mundane details can be fun! Just do it this way.”

How to Deal with the Details

How to handle logistics

Refreshments

“If you need coffee, help yourself. This program is better when you’re awake.”

Break schedules and Bathrooms

Don’t let them know when it will be.

“We’ll take regular breaks, I need them, too. But don’t sit there in pain.”

Pagers and cell phones

“Who agrees that the next phone or pager that goes off belongs to me.”

Phones

“Most speakers get annoyed when their audience walks out on them. It doesn’t bother me at all... it happens so often.”

“Managing their attention is part of managing their motivation.”

How to Control Attention

“Find out how well you did. Give them a test..”

Test Them

How to analyze them

The bell curve rules

Go for the peak

1% of the audience is there to be insulted

Look for trends

Eliminate barriers

Call people who were really upset to apologize and find out why

Check List

The essential speaker's survival kit

- Blue masking tape
- Leatherman tool
- Spare batteries
- Thermometer
- Clock
- Medications
- Pain killers
- Antihistamine
- Antacid
- Food: Power bars, jerky
- Markers
- Cash
- Safety pins

Accommodations

- Invitation with map
- Transportation
- Hotel for out of town guests
- Name badges or table tents
- Refreshments or meals

Room

- Room reserved
- The right room size
- Layout set
- Who's your help?
- Door latch taped
- Lights off screen
- Light dimmer marked for helper
- Chairs set - back rows blocked
- Thermostat set
- Who's next door? Noise control
- Boxes and clutter hidden
- Clock visible
- Phones (unplug room phone)
- Thermometer visible

A/V

- Mic ready and tested
- Wireless mic
 - Fresh batteries
 - Frequency check
 - Standby mic available
- Know where volume control is
- Projector focused and masked
- Extension cords
- Slides in order
- Spare bulb available
- Flip chart, paper, and new pens
- Video ready, cued, volume set
- Cords taped down

Emergency preparedness

- Exits checked
- Phones located

Personal

- Empty pockets
- Check your clothing, hair, teeth
- Water available
- Bathroom location

Influential Books

- Accelerated Learning,*
Colin Rose
- Creative Training Techniques Handbook,*
Robert Pike
- Influence: The Psychology of Persuasion,*
Robert Cialdini
- The Learning Revolution,*
Gordon Dryden & Jennette Vos
- Training Trances,*
John Overdurf & Julie Silverthorn
- Words that Change Minds,*
Shelle Rose Charvet

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Your Presenter, Mark S. A. Smith

Mark S. A. Smith delivers innovative, unconventional strategies for entrepreneurial thinkers, marketing managers, and sales professionals to rope in the customers that looked all but impossible! Mark co-authored *Guerrilla Trade Show Selling: New Unconventional Weapons and Tactics to Meet More People, Get More Leads, and Close More Sales*, and *Guerrilla TeleSelling: New Unconventional Weapons and Tactics to Close Sales When You Can't Be There in Person*. His newest book is *Guerrilla Negotiating: Unconventional Weapons and Tactics to Get What You Want*. He wrote over 300 articles on sales and marketing topics.

He's an electrical engineer, computer programmer, hardware salesman, and software marketer who now coaches others how to get more business by being more than "just another salesperson." Mark believes that your sales performance can be every bit as reliable as the performance of your company's products. And after hearing him, his audiences agree.

Check out <http://www.guerrillagroup.com>. Contact Mark at 1-800-247-9145 or e-mail MSASmith@aol.com

Select the topics you would like for us to deliver to your group to create instant, observable, permanent change. Combine topic modules to create the program that your people need most now.

From a forty-five minute keynote to a multi-day boot camp, your program can be customized to fit your industry, your schedule and your budget, and comes with our 100% money-back Guerrilla Guarantee. Call us a 1-800-247-9145 for more details.

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- ❑ Sleuthing Your Competition
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- ❑ Managing The Customer Service Function
- ❑ Managing Multiple Demands: What to Do When Everything's a Priority
- ❑ Managing In Chaos
- ❑ How To Recruit Sales Guerrillas



Action Ideas . . .

Seminar Evaluation

City _____ Date: _____

	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
This program met my expectations.	1	2	3	4	5
The speaker has a thorough knowledge of this subject.	1	2	3	4	5
I know more now than I did before hearing the speaker.	1	2	3	4	5
The training room was adequate.	1	2	3	4	5
This session was worth my time.	1	2	3	4	5
I would like to hear other topics from this speaker.	1	2	3	4	5

Name/Title _____ Company _____

Address/Mail Stop _____

City _____ State _____ Zip _____ Phone/Extension _____

What was the *best, most usable* idea you gained today? _____

How do you plan to make this idea work? _____

What do you wish there had been more time for? _____

Your opinion of today's session? _____

Feel free to quote me! No _____

- I may be interested in bringing Guerrilla Seminars on-site to my company for groups of 20 or more.
- I may be interested in group rates for other people in my company.

Please Continue on the Back of this Page.

In your company, Who is responsible for:

Training and Development:

Name _____ Title _____ Phone _____

Sales & Marketing:

Name _____ Title _____ Phone _____

Number of employees: In your company _____ In your division _____

Who else do you think might benefit from today's session? We will gladly send them information.

Name _____ Company _____

Address/Mail Stop _____

City _____ State _____ Zip _____ Phone/Extension _____

Name _____ Company _____

Address/Mail Stop _____

City _____ State _____ Zip _____ Phone/Extension _____

Name _____ Company _____

Address/Mail Stop _____

City _____ State _____ Zip _____ Phone/Extension _____

Name _____ Company _____

Address/Mail Stop _____

City _____ State _____ Zip _____ Phone/Extension _____

Thank you for your feedback. Please leave this form with the presenter.