

6. **LET YOUR GUARD DOWN:** People buy from those they know, like and trust. How can they do any of this if you won't let them get to know the real you. You don't have to be perfect, you can talk about your own challenges, beliefs, family, hopes and dreams. Doing so gives your prospects more opportunity to identify with you so you can use the similarities to build rapport.
7. **STORIES INSTEAD OF FACTS:** When we get excited about our products, we often delve into the features of the products, what works and why. This is all very exciting once you've had your first wonderful product experience, but it doesn't make for a very exciting lead-in to your presentation. People want to know about results. They want the bottom line. There's plenty of time to get to the detail later but to start this way could send most of your prospects to sleep (apart from the professors in the audience, of course). The best way to illustrate what your products or business opportunity can do is through telling stories. Use your own story or a case study of someone you know. Use emotive words. Remember, not just the facts, the feelings too.
8. **MAKE 'EM LAUGH:** When people laugh they feel more relaxed and amenable. Every situation has a humorous side and if you're telling a tragic story your prospects will welcome the respite that comes with a moment of levity. The golden rule is to move people: make 'em laugh, make 'em cry, then they buy. This is something I aim to do in every presentation because it means I've moved my audience emotionally. I appreciate this is an advanced technique, but if you learn how to do it, you'll increase your success rate exponentially.
9. **DON'T TELL – ASK:** Instead of telling your prospects everything, get them answering questions. Rather than saying "Did you know that only 1% of people retire financially free?", ask them "What percentage of people do you think retire financially free?". This gets your prospects involved and if you word your questions correctly, you're coaching them to the purchase decision rather than having to push them into buying. This is a technique I teach that I've perfected over the years. It works great for network marketers and women and I call it "pull selling".
10. **GIVE A REASON TO ACT NOW:** Again, not being salespersons, many network marketers give a great presentation and then wimp out without asking for the order. Your prospect's motivation will never be higher than it is at that moment so make sure you use this to your advantage. Think of reasons why they should place their order today. Some possible reasons might be because you are offering a special bonus OR prices are about to increase OR there's an order deadline coming up so they'll get their goods sooner OR you're placing an order too so they'll save on the postage OR you're offering a discount on orders placed today OR you're seeing someone else who could become a distributor and will go beneath them. Whatever it is, tell them, and secure the sale.

Maria Davies is a network marketer and a Professional Sales Presenter and Presentations Coach. She trains others to overcome their public speaking fears and use presentation skills to increase the audience share for their product or service by around 91%. Find out more about forthcoming seminars, worldwide e-trainings & speaker bookings at <http://www.laddersofsuccess.com>