

# Top 10 Presentation Tips

A free tip from [www.dashgroup.co.uk](http://www.dashgroup.co.uk)

with acknowledgement and thanks to Dr Robert Rohm  
and his D-I-S-C Personality Styling.

## **TOP TEN PRESENTATION TIPS**

### **DRIVER**

- be credible
- be businesslike
- be efficient
- tell them the bottom line
- be quick, be good, be gone!
- be prepared
- be organised
- ask questions about their objectives
- solve problems and objections
- review the power of your product

### **INFLUENCER**

- use testimonials
- be friendly
- let them talk
- don't dwell on details
- be enthusiastic
- drop names
- show approval of them
- use their own words back to them
- paint an exciting picture of your product
- emphasise it's uniqueness

### **SUPPORTER**

- provide reassurance
- ask for their help
- show appreciation of their input
- stress the security of your product
- explain completely how it works
- show how everyone benefits
- pace yourself
- help them see their decision is right
- give full explanations
- use a quiet, calm manner

### **CALCULATOR**

- do not hard sell
- provide quality answers
- agree on minor points
- demonstrate patience
- do not exaggerate
- be confident and sincere
- explain sufficient details
- demonstrate value and excellence of the product
- be consistent
- give full explanations

What do you want to achieve today?

© Jeannette Tokeley 2008 – All Rights Reserved