

Persuasive Presentation Checklist

by Yes Yes Marsha

“Pattern Arrest” to grab them early on

E.g., A story or an intriguing tease that creates an information gap (such as, “today I’ll show you X,Y & Z — plus one unexpected but very powerful option”)

Are you clear on what the goal of this presentation is for you/your company?

- Immediate goal(s)
- Longer term goal(s)

Are you clear on the problems they have that what you’re proposing can solve?

- Problems that will be solved immediately
- Problems that will be solved over the long term

Are you clear on the desired outcomes they have that what you’re proposing can deliver?

- Desired outcomes that will be delivered immediately
- Desired outcomes that will be delivered over the long term

What myths do they have (if any) about what you’re proposing?

How can we address them in this presentation?

What objections might they have?

If they bring them up, how can we address them?

- Does the presentation have an ending that incorporates the problem they have (that your solution will solve/shrink) and desire they have (that your solution will deliver/get them closer to)?**

Marsha Shandur (of [Yes Yes Marsha](#)) believes that storytelling skills are the key to effective and ethical persuasion. A Storytelling, Communication and Sales Coach and Trainer, she has taught thousands of executives, entrepreneurs and professionals across the world and has got rave reviews from clients like Royal Bank of Canada, TJX, Loblaw Companies Inc, and Shopify. Before launching Yes Yes Marsha, she spent 15 years working as a Radio DJ, where she gained a powerful understanding of how to tell stories in a way that fosters connection, trust, engagement and loyalty. Her work has been featured in Forbes, the BBC and Mashable.



To find out more about the work Marsha does, book a no-obligation, free call with her by clicking [HERE](#)

Or to learn more about how Marsha can help you transform you and your team’s the persuasion and communication skills, have a look at [YesYesMarsha.com/workshops](https://www.yesyesmarsha.com/workshops)