

Persuasive Presentation Checklist

by Yes Yes Marsha

1. Are you clear on what the goals of this presentation are for you/your department/organization?

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

2. Have you asked yourself: what problems does the person/group you're speaking to have, which the thing you're proposing could solve?

- Problems they think they have
- Problems you know they have

3. Have you asked yourself: what desired outcomes does the person/group you're speaking to have, which the thing you're proposing could deliver?

- Desired outcomes they think they have
- Desired outcomes you know they have

4. What myths do they have (if any) about what you're proposing?

5. How can we address them in this presentation?

6. What objections might they have?

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

8. 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](#)