

Speech Development Template

TITLE: ACCELERATING SALES THROUGH INCREASED FOCUS ON VALUE

OPENING:

- Should be about two to three minutes.
- Briefly state the objectives and intent of your talk.
- Use one of the following to gain immediate interest:
 - Personal story (“I was once the worst salesperson in Iowa. . .”).
 - Statistic (“The best salespeople make more than four times what the average salespeople make, but don’t work four times as hard. . .”).
 - Humor (“The easiest sales are to other salespeople who swear they can’t be influenced. . .”).
 - Relevance to the audience (“Every one of you is overdelivering and undercharging. . .”).

BODY:

- Create a list of key points, geared to the length of your talk.
- Support each point with statistics, personal experiences, contemporary examples, humor, graphics, and the like. Example:
Point #1: The best salespeople question and then listen.
 - There are four basic listening techniques.
 - Henry Kissinger credits good diplomacy with listening.
 - Here’s a graph showing the proportion of customer’s language in a typical sales call.
 - My greatest sale came when I said only nine words.
- Use the above approach through your entire list of points. Assume each supported point will take three to five minutes, depending on your content.
- Take questions as you go or call for questions when the body is completed.

CLOSE:

- Summarize your points from the body.
- Restate the objectives and intent of your talk.
- Call for action—suggest what people can do immediately to accelerate sales.

Note: Never end on the question-and-answer segment. Always save your close for *after* you’re through with questions.