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# 13 Seminar Speaking Optimization Tips



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Your seminar is approaching and it's time to close some deals. Listed below are some tips to help you do just that.

# Before Event

- 1.** Preparation for your event is key to feeling confident on the day. Know exactly what points you need to get across and how you are going to deliver them. If you have this down, you know your content is prepared well.
- 2.** Keep your slides as concise as possible to avoid rambling. If there are only a few words on the slide you will feel less overwhelmed because you won't have to remember an exact script. The words on a slide should guide you, not dictate everything you say.
- 3.** Hype yourself up a few minutes before the event. Saying words of affirmation can help you feel more confident before you start presenting.
- 4.** Nerves are normal! Take deep breaths and remember that you are ready for this.

# During Presentation

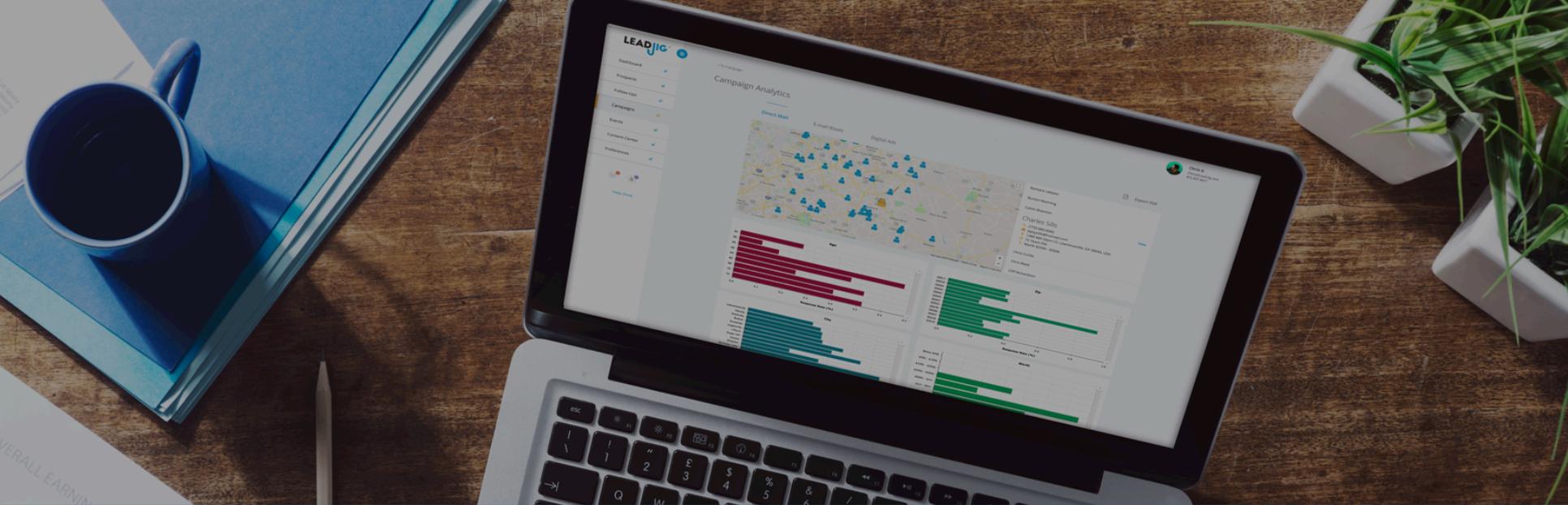
- 5.** Make consistent eye contact with all members of the audience, because reading from the slides will make you seem ill-prepared for your presentation.
- 6.** Share personal experiences to build trust and a connection with your prospects. If you have a personal experience with clients that support one of your points, make sure to include that story. This will add credibility to what you are saying.
- 7.** Don't rush through the presentation. Take your time and use pauses to add emphasis when necessary.
- 8.** Use repetition when making a valuable point. This also emphasizes the importance of your message.
- 9.** If you forget part of the speech you had prepared, just stay on topic and keep calm. If you panic it will be more difficult for you to get back on track.



## During Presentation

- 10.** Adjust to the audience throughout the presentation. If you feel them dozing off, crack a joke to regain their attention.
- 11.** Stand tall and confident while delivering your presentation, this will add credibility to what you are saying.
- 12.** Make sure that you phrase everything in layman's terms. Most prospects will not understand all of the financial jargon you use.
- 13.** End your presentation with clear takeaways prospects will remember.





# Get in Touch

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