



Get Involved

Business presentations are far more successful if the audience is required to interact with the presentation.

No matter how great your marketing and direct selling, if you are not involving your audience then your level of success will be less than it could be.

People are naturally less able to absorb (and therefore be influenced by) information when they are not required to participate in the learning process

Can you remember anything much from those boring lectures at school?

Research has shown that people retain, on average,

- 18% of what they hear,
- 32% of what they see,
- over 50% of what they see and hear,
- but over 75% of what they also **interact with!**

In marketing materials, use devices such as stickers that have to be peeled from mailers or coupons from adverts.

For your next presentation, prepare a set of handouts that you give out one at a time to the audience (even if you are presenting to just one person), or a series of questions, on a sheet, that require tick-box answers.

Watch the response and level of interest increase dramatically.