

## DAILY REPORT

## LAW INC.

I don't need you to read to me. And if I'm stuck in a presentation where someone is reading slides, then I fall into despair and wonder how I ended up in a job where corporate toads read slides to me.



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## Grateful for great speakers ...

... **WHO TAKE POSITIONS**, tell stories, have simple messages, don't read slides, have passion, address needs and rehearse

IT'S THE SEASON of gratitude. And so I'd like to take this chance, on behalf of listeners everywhere, to give thanks to great presenters.

Thank you for taking a position rather than simply presenting both sides of the issue and making me decide. As a listener, I like to be led. I like to be challenged. Sure, I may disagree with you. But if you can defend your position, I'll respect you and see you as a leader. Incidentally, I have a term for speakers who won't take a stand. I call them "wussies."

Thank you for telling stories. I've never heard a great presentation without stories. When discussing a big lawsuit, thanks for not just telling me the legal holding. I love it when you tell how the judge looked across the courtroom at you and said, "Counselor, your argument doesn't make any sense to me. And if you don't clarify it, your case is in jeopardy." That's a story. That's fun. That's what makes people say, "That was a great presentation."

Thank you for keeping your messages simple. I'm just a business person with average powers of concentration. I'm doing my best to follow you. But I also have other things on my mind, like my own presentation that is due this afternoon. If you can keep your message to a few points, then your presentation will be easy to follow. And I'll love you like a cousin.

Thank you for not reading your slides. I can read. I don't need you to read to me. And if I'm stuck in a presentation where someone is reading slides to me, then I fall into a vortex of despair and wonder how I ended up in a job where corporate toads read slides to me.

Thank you for your passion and intensity. If you get excited, then I get excited, too. Intensity sells. Look at The Home Shopping Network. I once bought a "Fry Daddy" because the pitchman on television was so excited about the onion

rings he was cooking that I couldn't help but pick up the phone and dial. The onion rings were delicious.

Thank you for addressing my needs. See, here's the thing. The only thing I care about are my needs. So if you're not addressing my needs, I won't care about your presentation. If your topic is "Developments in Real Estate Law" you better focus only on the things that are relevant to my practice. Otherwise, I won't listen. Sound selfish? Sorry. But if I've taken the time to attend your presentation and you don't speak to my needs, then who's the selfish one?

Thank you for rehearsing. I can always tell if you've rehearsed. I can tell if you've just flipped through your slides a few times and are winging it. And I can tell if you've taken the time to go into a conference room and hone your message out loud so that everything comes across as smooth as a well-rehearsed play.

Happy Thanksgiving. 🍷