



# The Simplest Presentation Method Ever Invented: Audiences Love it!

**By: Joey Asher, President, Speechworks**

Most business presentations and messages are complicated messes. Listener's wonder "What are the key points?", "Why should I care?", "Why is this so complicated?" and "Do we have to look at that many slides?"

But there is a fast approach to creating simple presentations that connect with the needs of any audience. And you won't need to create a single PowerPoint slide.

I call it "The Simplest Presentation Method Ever Invented." It works because it is built around your audience members' key questions about the topic.

The only prop you might use is a flip chart. And you really don't even need that!

## Ask Yourself "What Are the Three Questions My Audience Would Ask Me?"

Most presentations stink because they fail to provide what most listeners want – answers to their key questions. This approach addresses that issue by focusing the presentation on three audience questions.

Next time you have to create a presentation, don't go to your computer and open up PowerPoint. Instead, take out a blank sheet of paper and ask yourself "What are the three questions my audience would most likely ask me about this subject?"

Those three questions will become the basis of your presentation.

## Start Delivering the Presentation with a Brief Introduction of the Topic.

To deliver your presentation, start by briefly describing your topic. Keep it to just a few sentences.

Let's say that you're giving a presentation to Home Depot store associates on how to increase sales in the flooring department.



So, you might start like this:

*We all want to grow revenues so that we can increase our profit sharing!  
Today, I'd like to talk about how we can do just that by growing sales in  
flooring and throughout the store.*

### **After Introducing the Topic, Introduce the Questions.**

Once you've given an overview of the topic, preview your presentation for your listeners by telling them the three questions you plan to address.

It might sound like this:

*If I were you, I'd probably ask three questions.*

- *Which customers should I approach?*
- *What questions should I ask to drive sales?*
- *How do I close the deal?*

As you introduce the questions, you can write them on a flip chart. But that's not even necessary so long as you state the questions slowly and with clarity.

### **Then Go Back and Answer the Three Questions.**

In the body of your presentation, answer the questions in as much or as little detail as you feel is necessary.

Be sure to start each section by repeating the question. It's OK if it sounds redundant. The goal is clarity. Your listeners will appreciate how easy it is to follow you.

The best way to answer each question is to give a simple answer in the first sentence or two. Then elaborate as much as you'd like.

It might sound like this.

*So, let's talk about the first question; Which Customers should I approach?*



*Approach every customer! Too often we only approach customers that look like they need help. I was in the aisle the other day and saw someone who was actively looking at our flooring display. Now I could easily have let her help herself. She seemed to have everything under control. But I approached her too. And it led to a large sale. If you're friendly, people are happy to be approached. And if they don't want help, they will let you know.*

Then do the same thing for the other two questions. You'll say, "OK. Let's talk about the next key question. What are the key questions we should ask to drive sales?" Then you'll answer the question and move on to do the same thing with the third question.

### **Ask the Audience for Questions Early and Often.**

Everyone's favorite part of the presentation is the Q&A. It's where listeners can get their specific needs addressed. So, it's a great idea to ask your listeners to interrupt you with questions at any time.

### **End by Recapping.**

When you're done, recap as a way of reminding your listeners of the key takeaways.

It might sound like this.

*So those are the keys to driving sales. Approach every customer. Ask open ended questions. Go for the close by asking for the order directly.*

You don't need lots of slides for a great presentation. All you need to do is answer your audience's key questions simply and clearly.



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