

SPEAKERS' CORNER



What's the Story?

APRIL 2016

LOVE OF SELLING MAKES THE WORLD GO ROUND.....

April 2016 – we've now been selling ourselves for 19 consecutive years. And we're proud of it!

We set up in business because we perceived a yawning gap between the quality of the thinking that went into developing a pitch Idea and the quality of the presentation that went into 'selling' it.

We both came from the Agency world but Sally had started on the Client side. So we were confident we could offer the benefits of both perspectives.

We started our training initiative focusing exclusively on the UK market but when training budgets were cut in the Recession, we extended our offer internationally.

Our very first positive response was from Leo Burnett, Europe.

"Will you go anywhere?" their training manager asked.

At this point, images of places where we would rather NOT go came immediately to mind. "Well, almost anywhere" we replied diplomatically.

"How about Copenhagen, on mid-summer's day?" she asked.

We hesitated for a heartbeat – we didn't want to sound desperate for the business. "Of course!" we replied with calm enthusiasm "Very happy to go there!"

That was our first training market for Leo Burnett. It went well!

Since then, we've worked with Leo Burnett in no fewer than 14 different countries. (Reputations are built on relationships, remember.)

We are about to put this up to 15 countries as we go to Leo Burnett, Toronto in mid-April. Canada will be our 28th international market – proof that a "Love of selling makes the world go round!"

We feel privileged to have worked with so many fine Media, Creative, Research and PR people in so many different locations.

English was often not their first language but we encouraged them to speak their truth with confidence and to tell us their stories which we will remember always.



AUDIENCE IS KING

We recently helped a family member with a major speech he was giving to an audience of 700 clients - a big ask for even the most experienced of conference speakers.

One of the first things he said worried us: "My subject 'Forecasting the Future' will only be of interest to about 50% of the audience..."

"No, no, no!" we replied. "You must not approach your speech with this attitude. With an audience of this size and diverse needs, you must find an angle which will appeal to everyone attending. You need to involve them in your own 'Bigger Picture'."

This he did very successfully, challenging his audience in 15 minutes to think afresh about their attitudes to 'forecasting the future.' His speech entertained and surprised them. It involved them and gave them fresh food for thought. He left them with lasting imagery and a story to tell their colleagues. He elevated their thinking of his subject - and of him.

Never approach a speech or presentation thinking it has only limited appeal. You can always introduce them to your 'Bigger Picture' and make them glad they heard what you had to say.

Every member of your audience should feel their time with you was well spent.

ELOQUENCE

Here's a book to buy for yourself because it is packed full of advice on how to write a presentation to inspire an audience. We have never before found such a useful single source of good advice from some of the world's greatest writers and speakers, in one handy pocket-size book.

"Eloquence" is written and produced by Brian Jenner, President of the UK Speechwriters Guild. We're members so we got a copy free but if you go to www.lulu.com you can buy a copy (3-5 days to print). A steal for £3.10 plus p&p.

We guarantee you will want to keep it in easy reach when you're searching some instant inspiration and world-class Eloquence.

If you want to know more about the Guild, go to: www.ukspeechwritersguild.co.uk. They have a Spring Conference in Oxford April 13-15 2016.

We'd like to leave you with this final thought...

"If you aren't in over your head, how do you know how tall you are?" T.S.Eliot

Good luck with your stories, presentations and pitches in 2016

Barry Graham & Sally Clare



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