

Grab attention with your opening



Does your opening garner attention or yawns? Unless the audience makes the decision to listen in the first few minutes, the rest of your presentation is an uphill battle. An effective opening is your opportunity to set yourself apart from other presenters as someone who is worth sitting up and paying attention to.

Create a captivating opener

Here are some creative ways to grab the attention of your audience.

Challenge or dare

This is especially good for shorter presentations. It focuses people quickly on your objective:

My goal today is to convince you that the greatest investment you can make in your organization is sitting right next to you.

Ask a question

Questions get the audience thinking about your ideas right away.

What would you do if you were asked to make a presentation to the CEO this afternoon?

Tell a story or personal anecdote

This is better for longer presentations. Ensure your story has a point that relates to your presentation.

Isn't it appropriate that on my way to meet you today...

Quote

Add credibility and demonstrate that your views are held by others.

A great sports figure once said, "You win some, you lose some, and some get rained out – but you gotta suit up for them all!" Successful sales reps recognize the wisdom of these words from J. Askenberg. They walk into every 'game' with the enthusiasm that is required for a winning outcome.

Make a startling statement

This is good for topics where you expect a little reluctance on the part of the audience.

The world as we know it has ended.

Compliment

This shows you respect the audience. Sincerity is the key to using this opening successfully.

Your presence here today is an example of the commitment that makes ABC Technologies a world leader.