

WEST KENDALL

Persuasive speaking coach gives tips on making the sale

A persuasive speaking coach captures the attention of nearly 100 people at the West Kendall Business Association luncheon Thursday with tips on making the sale.

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Business professionals know their success largely depends on a good sales pitch.

But a persuasive speaking coach told about 100 entrepreneurs and business folks at a West Kendall Business Association luncheon Thursday that, before they can convince people to buy a product or service, they need to identify the customer's personality type.

Anne Freedman, founder of professional-development company Speak Out, said there are four kinds of people: the dominant, influencer, steady and conscientious.

Avoid telling the dominant what to do, constantly praise the influencer, name drop past successes for the steady and lay out a step-by-step proposal for the conscientious, she offered as a quick 5-minute guide.

Aside from getting to know the personalities of the customers, Freedman said to remember "while you're speaking, these people have all these things going on in their mind" such as how the decision they make is going to reflect on their bank account.

So she suggests organizing your speech into four parts -- opening, pre-body, body and close -- to keep the customer's attention on your presentation.

"In a persuasive presentation, it's really helpful if you start off with, 'By the time my presentation is over, you're going to get .T.T.," Freedman said.

Other suggested openings: state a stunning fact or arouse suspense.

Never tell a joke or apologize. Freedman says that will only diminish your presentation.

To close the sale, keep a positive attitude, smile and keep eye contact, said Freedman, who is also the author of *Unforgettable speeches and presentations: In 8 easy steps*.

Freedman herself seemed to persuade the audience.

Most took mental note of the tips, others jotted more down on a cheat sheet Freedman handed out before her speech and some even tapped her for extra advice after the meeting convened.

Wendy Brooks, president of OnFireGraphics.com, said she heard her speech at another meeting and was so impressed she reached out to her for help.

"She really helped me with the opening line -- how to grab someone's attention," Brooks said.