

# 5 Secrets to Get the Deal

**It is believed that more deals and interviews are won during the Q&A versus the presentation. So why not captivate your audience with questions throughout? Thinking of your delivery as a conversation, creates interest and turns ‘talking at them’ into an ‘interactive and engaging’ presentation. A presentation that delivers like a conversation, makes a good impression all around.**

**SECRET**

**1**

Lead with questions early in your presentation instead of leaving it for the end. Designing your questions to have short responses allows you to engage their interest and stay on topic.

**SECRET**

**2**

Acknowledge your audience's responses and incorporate them into your presentation. When you mention the person by name, it personalizes your presentation and helps them to experience what it's like doing business with you.

**SECRET**

**3**

Use your eye contact strategically. The person most interested in your question, may not be the one responding. Start by looking at the person who responds or asks a question then get to the other faces.

**SECRET**

**4**

Look for opportunities to get their entire team involved in Q&A. You'll learn their point of view and gauge their interest so you know what solutions you have to offer that are relevant to their problems.

**SECRET**

**5**

At the close ask, “Do you have any questions for us?” You may not have time for in depth discussion and that’s a good thing! You now have your prospects permission to follow up with more information and continue the conversation. Who doesn’t want a prospect eager for the second call?

