



SOFTWARE

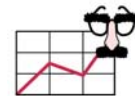
2004

Blueprint for the next decade

Sand Hill
Group

Making Effective Presentations

Malcolm Kushner
Humor Consultant
Malcolm Kushner & Associates

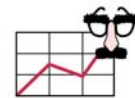


**Malcolm Kushner
& Associates**

Effective Presentations

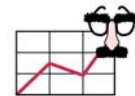
www.kushnergroupp.com

© Malcolm Kushner & Associates



Malcolm Kushner
& Associates

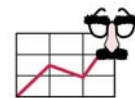
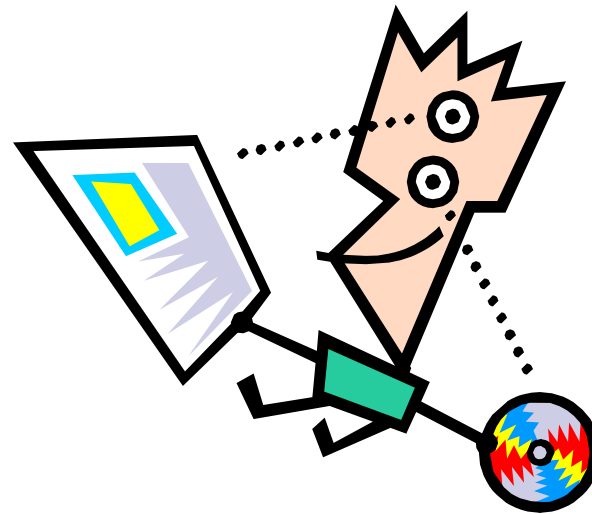
Set Expectations



Avoid Common Delivery Mistakes

- Fig Leaf
- Hands in Pocket
- Banker
- Optician
- Tailor
- Jeweler
- Lonely Lover
- Hygenicist
- Bug Collector

Eye Contact



Make Effective Visual Aids

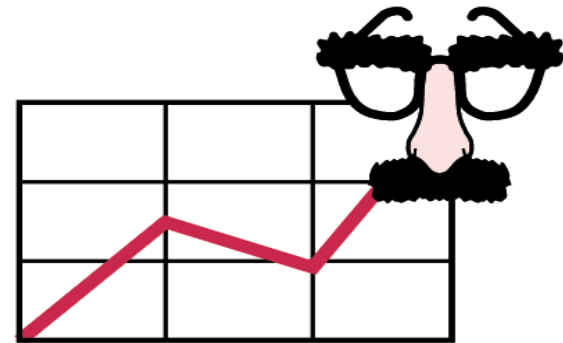


Benefitts

- Performance bonus
- Medical and dental
- Stock options
- Employee discount
- Outplacement services

Agenda

- Overview of current operations
- Introduce new sales director
- Identify additional prospects
- Fire old sales director
- Lunch



**Malcolm Kushner
& Associates**

Agenda

- Introduction and overview
- Pep talk by top management
- Report of wellness committee
- Team building exercise
- Motivational speaker
- Another team building exercise
- Discuss ways to improve morale
- Announce upcoming layoffs

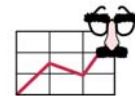
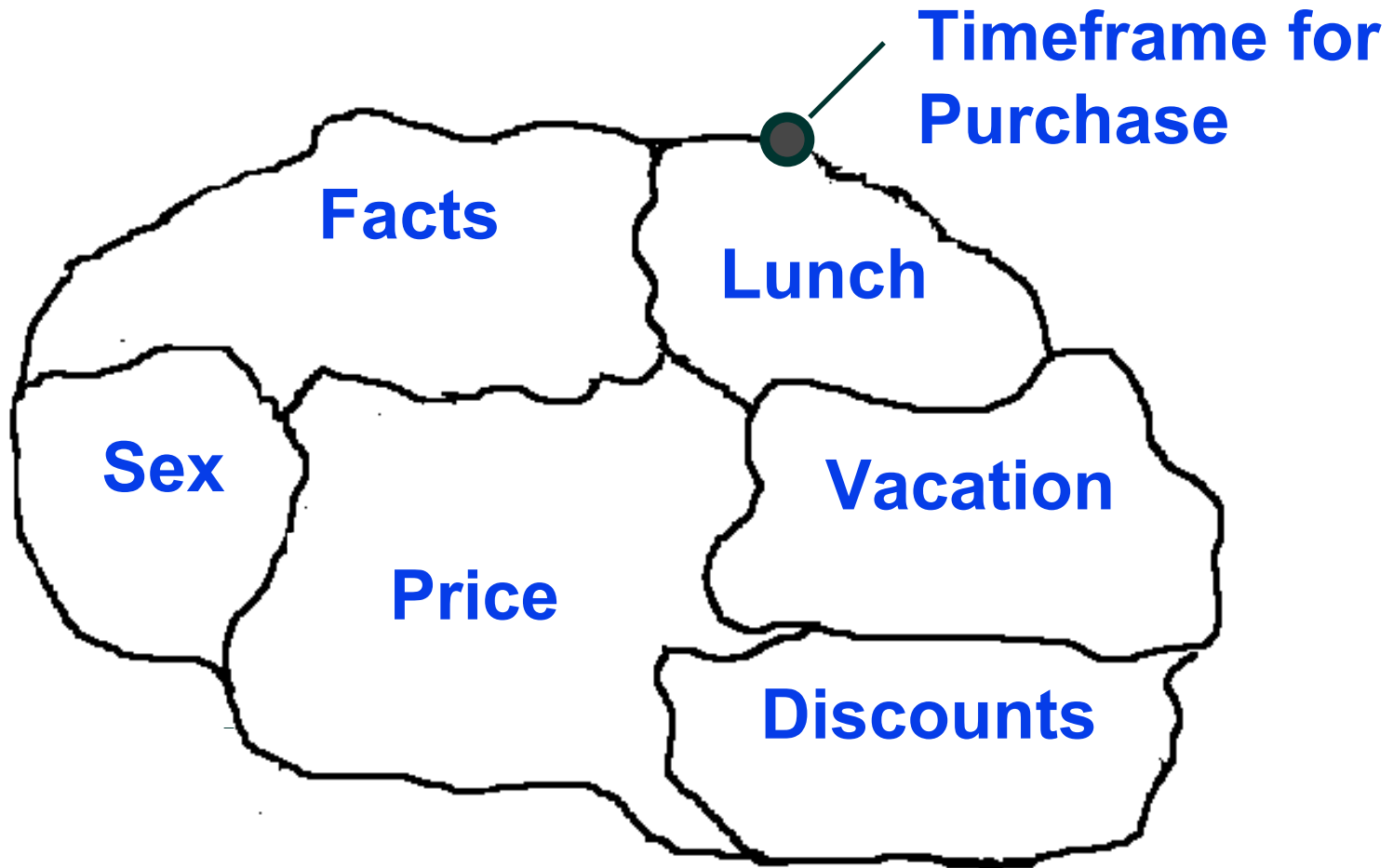
Agenda

- Introduction and overview
- Pep talk by top management
- Report of wellness committee
- Team building exercise
- Motivational speaker
- Another team building exercise
- Discuss ways to improve morale
- Announce upcoming layoffs

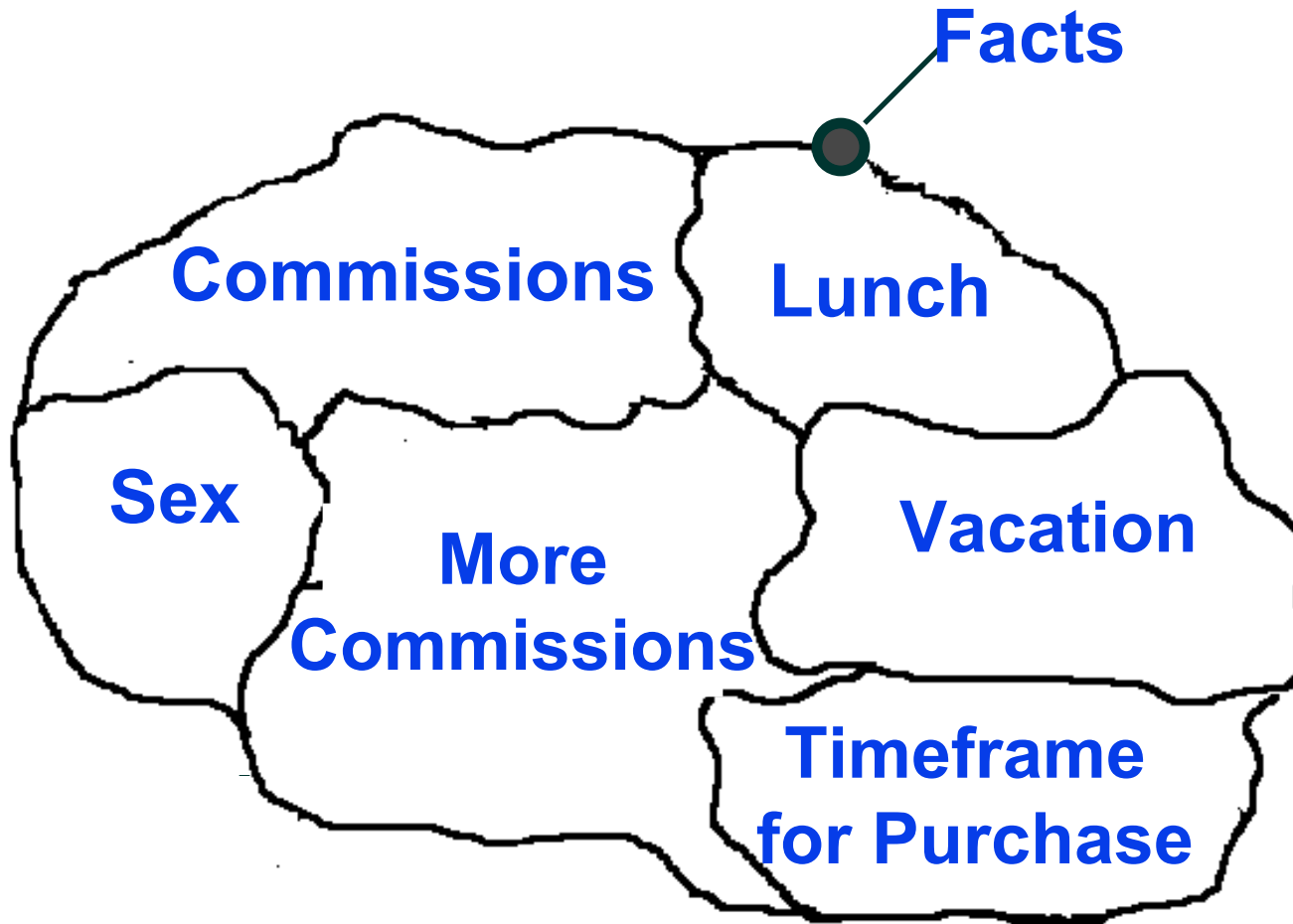
Agenda

- Introduction and overview
- Pep talk by top management
- Report of wellness committee
- Team building exercise
- Motivational speaker
- Another team building exercise
- Discuss ways to improve morale
- Announce upcoming layoffs

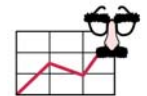
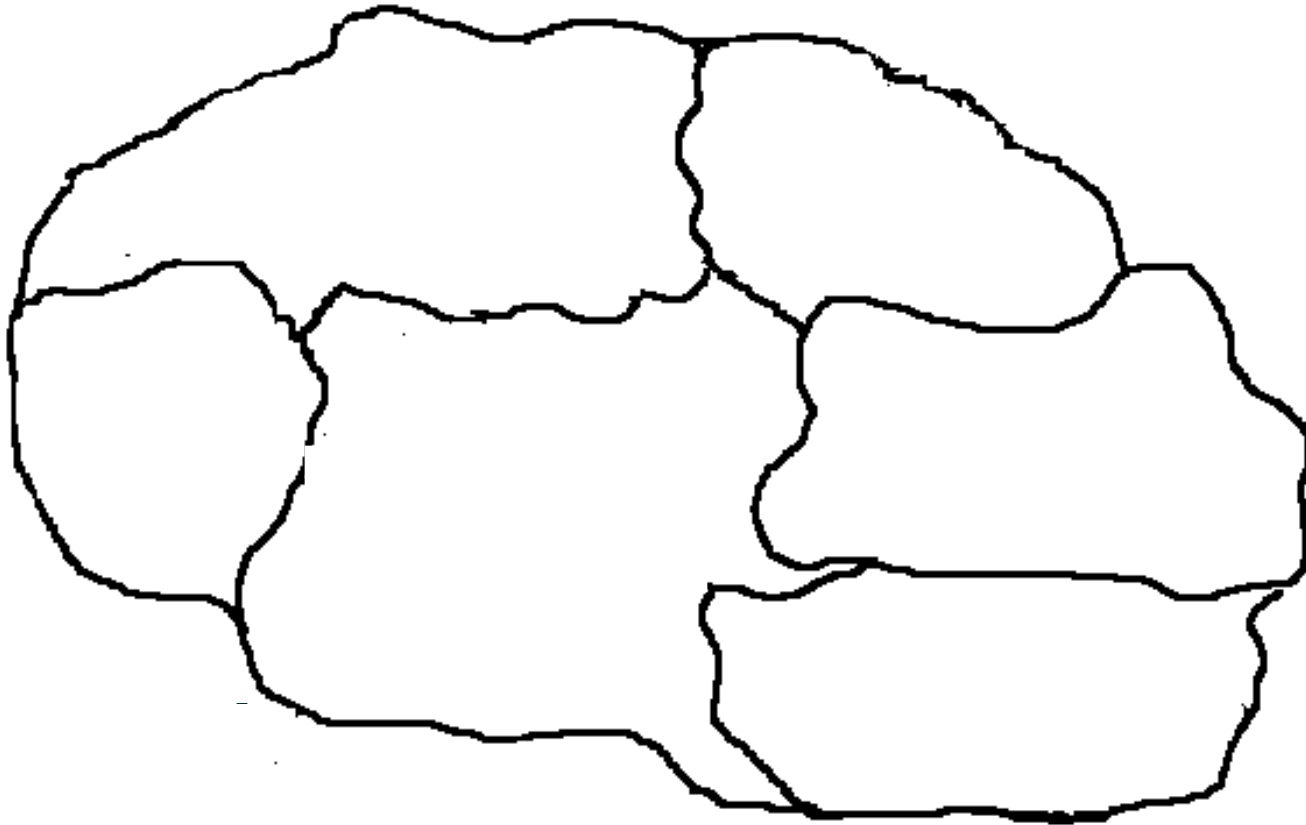
Brain of a Customer



Brain of a Software Sales Rep

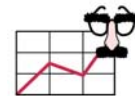


Brain of a Consultant



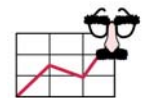
Slick Trick

- **Antithesis - two opposite words in one sentence**



www.kushnergroupp.com

www.museumofhumor.com



Malcolm Kushner
& Associates



SOFTWARE

2004

Blueprint for the next decade

Sand Hill
Group