

[UPFRONT]

THE ART OF SELLING

By Colleen Jolly, PPF.APMP

Scientific studies analyzing the effects of visual communications have shown that informative design improves retention of data and concepts by 800% (when compared to retention of just text-based data alone). That means that if you use the right picture to represent the right word in your sales meeting, your presentation is eight times more effective!

What's in this for you?

Graphics, if done properly, can significantly increase the likelihood that your potential client will agree with you. Which means that they are more likely to buy from you.

How do you do it properly?

1. Formulate your message first and consider your audience.
 2. Then use graphics to enhance audience understanding.
- Be professional, accessible, truthful, and beautiful, and your solution will sell itself.

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