



Three Tips to Easily Sell from the Stage

Hi! I'm Sharon Jurd and welcome to my Biz Blitz video and today I want to share with **you three tips to easily sell from the stage** and when I mean stage I just mean to people. If you're sitting in front of a one-on-one person, if you're sitting in a board room, or you have a larger group of thirty, forty, fifty people this is what I want to talk to you about today because you have the opportunity to sell to them. A lot of people say to me, "I can go and speak, I can present but selling is not for me." Well, I can easily show you how to sell from the stage. As you know, I run a three-day event called Grow Your Speaking Biz where I show you how to actually sell from the stage. I want to share with you three tips today.

One is **build rapport, build rapport, build rapport!** You've probably heard that before. There are a number of ways you can build rapport and a lot of people believe that building rapport is finding a connection like we both have children, we both like that sport and we both like to travel. It's much more than that. What I do is I teach my coaches and speakers to build rapport greatly. We use things like breathing techniques, mirror-matching, eye contact, sensory acuity, there's a whole bunch of stuff that is really easy to build quick rapport without having to go to too much trouble trying to find a connection.

Secondly, **when you're speaking from stage, give your best content.** A lot of people say to me, "If I share too much I've got nothing to sell." That is simply untrue. What you need to do is give your best content while you're on stage. Let people know how good you are. Let them want to come and do more work with you and make sure that you are sharing a great amount of content during your talk. I saw a gentleman speak the other month. He will remain nameless but I sat through three hours of him speaking from stage and he shared twelve minutes of content. People in the room don't realise that that's going to happen. They think they are going there for three hours for you to give content. Really make sure that the majority of your time on stage is really adding value to the people in the room.

Thirdly, which brings me to the next point - **give great value!** And make sure that what you're doing is offering them something. If you're selling to them at the end of your content section, make sure that what you are selling them is over and above the value that they are going to pay because people need to see the value in handing over their hard-earned cash to make sure that they get the



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outcome that they're after and make sure that, from stage, you are discussing those outcomes with them.

What I do is I teach my speakers the strategy of showing the outcomes to the audience, their pain and then the outcome in being very clear of that process for them to make sure that they can see the value in your service or product.

So there are my three tips today. Build rapport, build rapport, build rapport is tip number one. Number two, give your best content and thirdly, make sure you give great value in the product that you are offering from the stage.

I hope that this video has been of value to you. If you would like to share this with your friends, family or colleagues, please do so as I like to help as many people as I can and I need your help to do that. I'm Sharon Jurd and I hope to talk to you soon.