



Four Components of an Effective Close

Presentation Keys to a Strong Close

Congratulations, you have given a stellar presentation and your attendees have picked a handful of great ideas that they are excited to implement in their lives and business. Now, what do you do? If your audience doesn't leave with something that they can take action on your presentation did not do its job.

The close is often the most overlooked and underprepared of all presentation elements and ironically is one of the most important. Many speakers do not invest the necessary time to properly prepare and deliver this most significant piece of their presentation. Most presenters wait too long to address this piece and as a result produce a rushed and uninspiring close.

4 COMPONENTS TO YOUR CLOSE

An effective and high quality close should have several elements to inspire our audience to move on the information they have learned. The follow 4 components (SOFA System for Closing) are designed to help you close your presentation like a world-class speaker and will help maximize what the audience takes away from the experience. In most situations, it is a good idea to end with the following 4 steps to closing:

SUMMARY

Take a moment to recap what was talked about during the training. You might even want to have slide or consider writing it on a whiteboard. This will help to solidify what you want them to get out of the session. The summary should be an enthusiastic recap of all the great things that were learned.

OPEN Q&A

If you were planning on having questions, this is a good place for them, prior to you closing out the session. In some situations, you may be required to have questions at the end, but I encourage you to avoid that as much as possible. I prefer to take control of the room at the end as it allows me to better influence the audiences experience.

By wrapping it up with questions you risk the energy level diminishing and losing control of the room before you really want to. The first two components are interchangeable, meaning you can open it up to questions and then summarize what was learned. This choice up to you based on how you like to direct the audiences learning.

FEEL

It can be helpful to recap how the audience felt the session went by reviewing what you shared in the introduction to help them to be more emotionally involved. Asking questions like: Has this been helpful? How many of you are feeling a little bit more (fill-in the blank with the emotion you wanted them to experience in the introduction)?

Another approach can be to have the audience write down (or circle in their notes) what are some of the major things they learned. You can have them share with the group what they learned. This will help to increase the enthusiasm for what they have gained from the experience.

ACTION

An effective close must inspire your audience to do something with the information that they learned. It is the obligation of each presenter to clearer outline what the audience should do to take their learning to the next level. To help you, it is a good idea make sure your call to action has these three pieces:

1. Specific

In your introduction, you may have shared a loose idea of some of the things you are hoping that your audience learns. The close is where you give them very specific things to do. Maybe you want them to read a specific book or practice some sales presentation 30 minutes each day. Your job as the presenter is to lay out EXACTLY what you want them to do.

2. Immediate / Actionable

Once you have shared specifically what they should do, it is helpful to tell them how they should do it. In other words, they should have steps to follow that are actionable. Also, at least one of your action items should be something that is completed immediately, meaning within one week (or less) of your training, session and/or call.

3. Quick Success

When choosing your action items, consider how to make the steps simple so they can feel successful quickly. This will increase the likelihood that they will continue to improve in the area that you are teaching them.

In conclusion, when you are preparing your next presentation, be sure to schedule time in your calendar to practice and implement the Four Components to an Effective Close and you will strengthen your chance to positively impact your audience's learning experience.

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