

---

# THE PRESENTATION ON PRESENTATIONS

- DAVE SATHER, CEO
- SATHER FINANCIAL GROUP INC.
- 361-570-1800
- [WWW.SATHERFINANCIAL.COM](http://WWW.SATHERFINANCIAL.COM)



---

---

**EVERYONE IS IN SALES**

**IMAGE MATTERS**

**HUMANS ARE SUPERFICIAL ....**

**DON'T LOSE THE BATTLE BEFORE IT HAS STARTED**



LOOK THE PART

YOU ARE YOUNG

BE WELL GROOMED

MENS SUITS

CUFF LABEL

VENT STITCHING

---

# DRESS FOR SUCCESS



## WHY WEAR A SUIT?

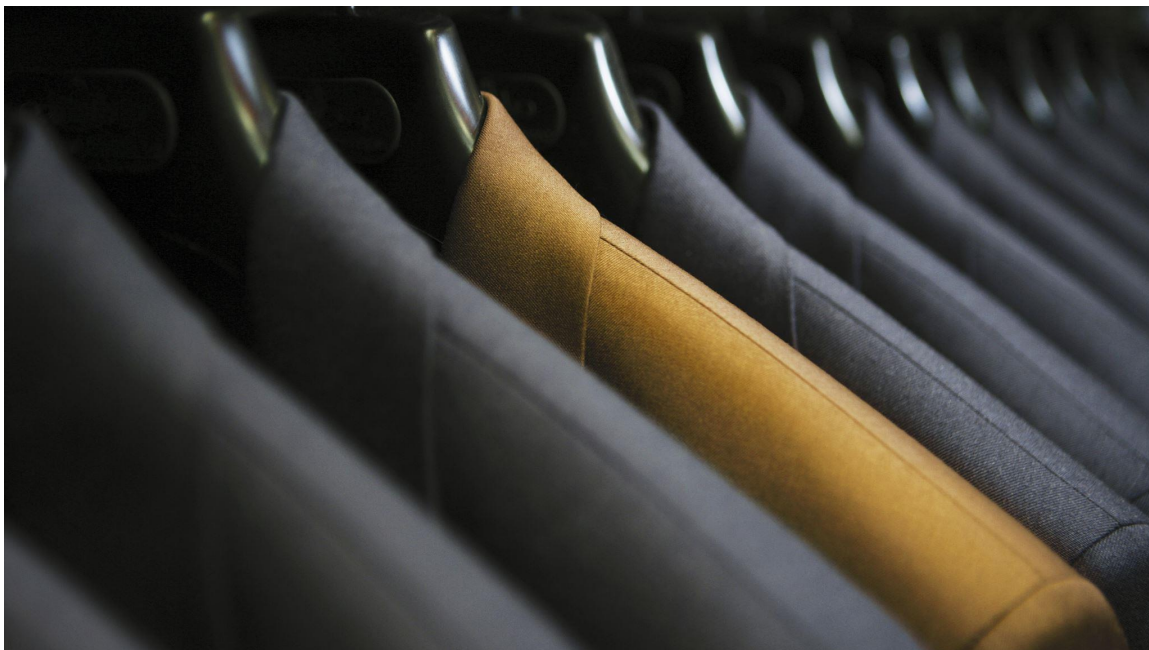
- NO SUCH THING AS CASUAL DAY
- SHOW RESPECT/PROFESSIONALISM
- BRING YOUR A-GAME
- LOOK MORE MATURE/RESPECTABLE
- TAKE THE HIGH ROAD



# TIES/SCARVES

## BORING/FORGETTABLE VS. COLOR AND FLAIR

- MAKE A STATEMENT
- BE MEMORABLE
- DIFFERENTIATE



# WHAT IS IN YOUR POCKET?

- NO KEYS
- NO CELL PHONE
- NOTHING NOISY OR DISTRACTING FROM NATURAL LINES



# GROOMING

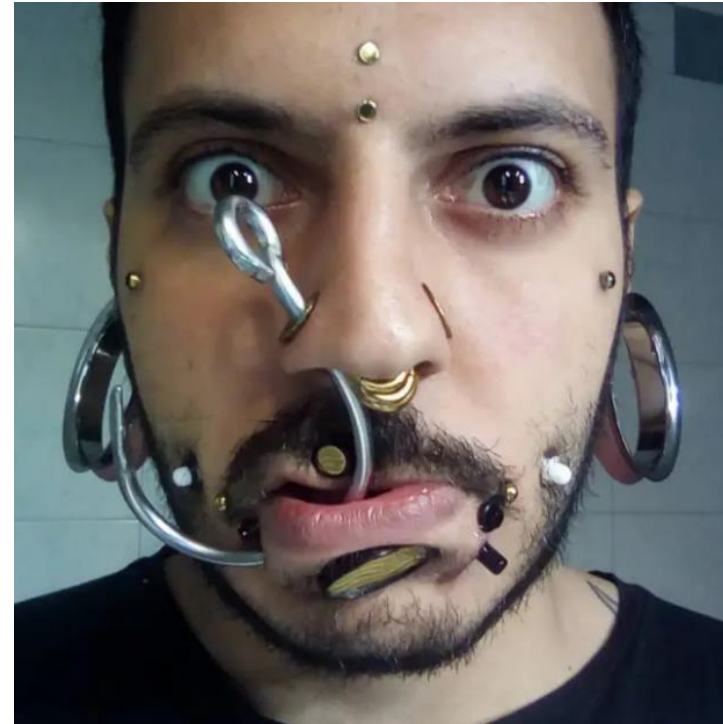
## MOHAWK VS. FLAT TOP

- MOHAWK = WILD, UNPREDICTABLE
- FLAT TOP = CONSERVATIVE, YET UNIQUE

# BEARDS

- IF BIRDS NEST IN YOUR BEARD  
...ITS TOO MUCH
- IF STRUGGLING TO GO  
THROUGH PUBERTY  
...KEEP IT CLEAN





# INK, PIERCINGS

- HIDE INK
- TASTES CHANGE...INK IS PERMANENT
- PIERCINGS...REMOVABLE AND INVISIBLE

---

**JUST DON'T DO IT**



**WHAT NOT TO DO?**

---

# WHAT NOT TO DO?

Don't Read

Don't Read A Script

Conversational

Be Rehearsed, But Conversational

No Fillers

No Fillers Like "Umm" or "Ah" ....they Steal Credibility

No Hesitations

No Hesitation Words Like "Kinda" or "Sorta."

# WHAT NOT TO DO?

No Begging

No Pleading or Cajoling

No Seeking Mercy



---

# WHAT NOT TO DO?

Don't Tilt Head



Don't Look Down



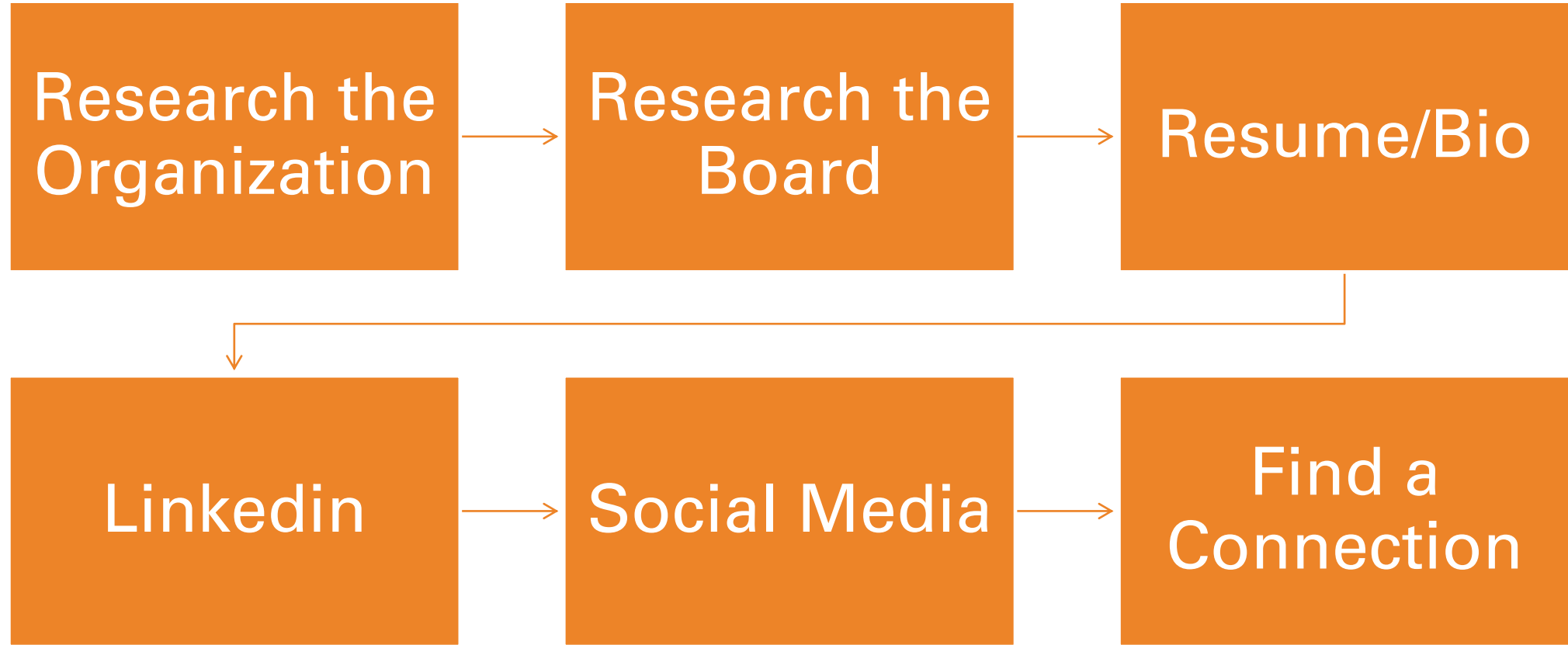
Don't Hunch Over or Constrict Your Body

I will adopt Best Practices  
I will adopt Best Practices  
I will adopt Best Practices  
I will adopt Best Practices  
I will adopt Best Practices  
I will adopt Best Practices  
I will adopt Best Practices  
I will adopt Best Practices  
I will adopt Best Practices  
I will adopt Best Practices  
I will adopt Best Practices  
I will adopt Best Practices



---

WHAT TO DO!



**KNOW YOUR AUDIENCE**

---

# KNOW YOUR AUDIENCE

## Find a Connection

- Hometown
- College
- Sports
- Food

Avoid Politics and Religion

---

**KNOW YOUR  
AUDIENCE**

---

**OH, YOU'RE FROM  
ALBUQUERQUE**


# KNOW YOUR AUDIENCE

OH, YOU'RE FROM ALBUQUERQUE

I LOVE THE.....

- BALLOON FESTIVAL
- HATCH GREEN CHILE'S
- SKIING





# KNOW YOUR AUDIENCE

**GREAT, OPEN-ENDED QUESTIONS**

**ENGAGE THE AUDIENCE**

**MAKE IT INTERACTIVE**



## KNOW YOUR AUDIENCE

- NO ZOMBIES
- BE ENTHUSIASTIC
- MAKE THEM FEEL SPECIAL
- BE LOUD
- BE CLEAR
- AVOID JARGON

---

**GENERAL  
ETIQUETTE**

**Cell Phones**

**Leaving Early**

# MAKE PRESENTATIONS FUN

IF YOU HAVE FUN,  
THE AUDIENCE WILL HAVE FUN

REMEMBER THIS  
IMAGE



# BE THE PEACOCK

- Be Expansive
- Spread Out
- Occupy Space
- Work The Room





# BE THE PEACOCK

- **Stand....Especially if Audience is Seated**
- **Speak with Volume**
- **Carry the Room, Even if No Microphone**
- **Speak with Hands**
- **Walk and Talk**
- **Make Eye Contact**



Practice

**Practice, practice, practice....know your talk cold**

Notes

**Cheat notes/outlines/laptop strategically placed**

Face

**Face audience....don't turn back to look at screen**

Record

**Record your voice ahead of time**

---

**SIMPLE & DIRECT  
CONVEYS POWER**

---

**Simple Language**

**Forceful Language**

**Vivid Language**

**Volume**

---

**Strong Emotions;  
Intensity, Anger &  
Forcefulness are  
better than pleading  
or apologetic**

**Emotion Drives  
Nonverbal and  
Verbal Behavior**

**PASSION & EMOTION**

---

**BRING  
THE ROOM  
TO LIFE!**



Energy

Passion

Conviction

Confidence

Display Confidence in Words and Body Language

# DEFINITE POSITIVES



Don't say, "We might succeed."



Say, "We are going to succeed and here is why/how...."

# BE ENGAGING

- Tell Great Stories
  - Great Stories Always Win
  - What Is The \$2 Story?





## BE ENGAGING

- Why a \$2 bill?
  - People Love Money
  - Cash For Questions
  - When Was Last Time You Saw \$2?

---

**BE ENGAGING**

**CUSTOM TAILOR**

**PICTURES & REFERENCES**



---

# ENGAGING PRESENTATIONS

**A FEW EXAMPLES**



TLU VS. BIG  
SCHOOLS....

**TEXAS LUTHERAN UNIVERSITY  
REAL PROFESSORS...NOT TA'S  
...AND THEY SPEAK ENGLISH!**



- **Push Them To Push You**

# LIBRARY FOR COWBOYS

## The Haley Memorial Library & History Center

Proposal For Investment Management,  
Financial and Strategic Planning

February 12, 2016

Sather Financial Group, Inc.



# Preserving Heritage



- First-class research facility
- Southwestern history comes to life
- Independence
- Privacy
- Self-supporting



# DIVORCE & TRUST PLANNING

HOW DO YOU  
MAKE THIS FUN?

# Marital Property



---

INSERT A BIT OF  
HUMOR

# Protecting Assets From Divorce



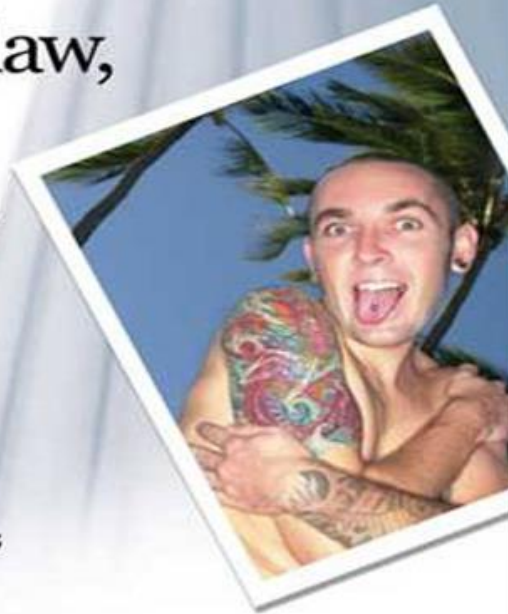
Kim Kardashian's marriage lasted 72 days.  
The divorce battle? 536 days.

# Even If They Don't Get Divorced

## Reason To Make An Estate Plan #10

Your son-in-law,  
Fred

- Hasn't had a job since 1999
- Belongs to a religion that you consider a cult
- Sells T-shirts at concerts by a band called "Phish"
- You suspect he is fond of chemical substances
- Thinks it's great that he has rich in-laws



*Is he going to get half of what you  
leave to your daughter?*

TLU FREX

CRITICAL THINKING, LOGIC AND  
DATA ANALYSIS

**How You're Probably**



**Going to Die**

## **HOW WILL YOU DIE?**



- **GREAT WHITE SHARK:**

**THE PERFECTLY EVOLVED KILLING MACHINE**

- **SHARK WEEK IS SCARY!**

## HOW WILL YOU DIE?

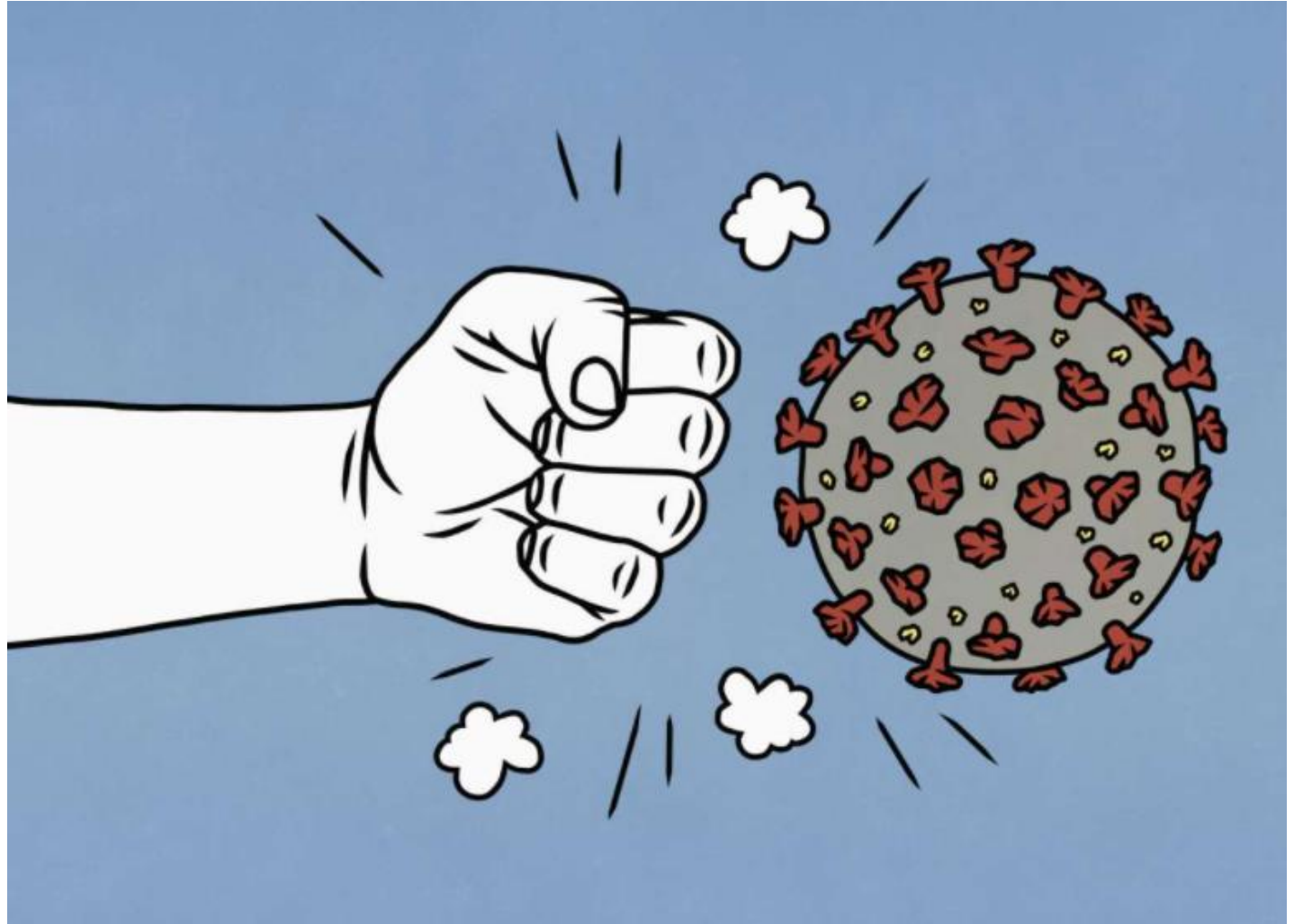


- **HOW MANY PEOPLE DIED FROM SHARK ATTACKS LAST YEAR?**

**THE TRUTH:**  
**4 PEOPLE DIED**  
**LAST YEAR**  
**FROM SHARKS**



BEST PRACTICES  
&  
POSITIONING  
FOR PANDEMIC  
PRESENTATIONS



# BEST PRACTICES FOR PANDEMIC PRESENTATIONS

- **Zoom meetings Are Not An Excuse**
- **No Hoodies**
- **Clean Room**
- **Quiet Room**
- **Strong Internet**
- **No Dogs, Cats, Snakes, Elephants, Cheetahs or Wildebeests Making Unscheduled Appearances**





## BEST PRACTICES FOR PANDEMIC PRESENTATIONS

- **Get Lighting Right**
- **Dark Lighting Is Suspicious**
- **Dress Appropriately**
- **No Eating**
- **Wardrobe Malfunction**

# KEY TAKEAWAYS

## Know What Not To Do

- No Umms, Ahs, Sorta, Kinda
- No Reading
- No Hunchbacks
- Control The Venue
- Get Lighting, Sound Right



# KEY TAKEAWAYS

- **Dress The Part**
  - **Dress**
  - **Grooming**
  - **Tattoos**
  - **Piercings**
- **It Is A Sign Of Respect**



# KEY TAKEAWAYS

- **Tell Great Stories**
- **Do Your Research**
- **Practice, Practice, Practice**
- **Be The Peacock**
  - ....**Big, Bold, Confident**
- **Speak With Hands and Body**
- **Eye Contact**
- **Engage with Passion & Energy**
- **Have Fun!!!**



---

**THANK YOU!!!!**

**THE PRESENTATION  
ON  
PRESENTATIONS**

- **DAVE SATHER, CEO**
- **SATHER FINANCIAL GROUP INC**
- **361-570-1800**
- **[WWW.SATHERFINANCIAL.COM](http://WWW.SATHERFINANCIAL.COM)**