

Strategies to Sell Smarter,
Lead Better, and Live
with Purpose

SHUT UP AND WIN

JED ETTERS

USING GRAPHS

A companion tool from the book

SHUT UP AND WIN by Jed Etters

Learn more at ShutUpAndWin.com

Using Graphs

1. **Percentage Difference Graph:**

- Compare the percentage difference between two values.
- Example: Compare sales from Year 1 (\$100,000) to Year 2 (\$120,000).
- Graph: Use a bar graph with bars for each year's sales.
- Design: Make Year 2's bar 20% higher than Year 1's to represent the 20% increase.

2. **Bar Graph:**

- Compare categorical data.
- Example: Compare sales of three products (A, B, C) - \$50,000, \$70,000, \$60,000.
- Graph: Use a bar graph with bars for each product.
- Design: Arrange bars vertically or horizontally based on sales amounts.

3. **Line Graph:**

- Show trends over time.
- Example: Display monthly website traffic (1000, 1200, 1500, ..., 2000 visitors).
- Graph: Use a line graph with months on the x-axis and visitors on the y-axis.
- Design: Connect data points with lines to show the traffic trend.

4. **Pie Chart:**

- Illustrate proportions of a whole.
- Example: Show market share of three companies (A: 40%, B: 30%, C: 30%).
- Graph: Use a pie chart divided into slices for each company.
- Design: Label each slice with the company name and its percentage of market share.

These different visual aids simplify complex data for easier understanding during presentations.

The above graph types should be easy to create using common presentation software like Microsoft PowerPoint, Google Slides, or Excel. Just input your data and choose the appropriate graph type and design options.