

Dr. Jerry Cahn

The Brilliant Image Doctor

Jerry's Top 5 Presentation Topics

1. Present Like a Pro: Develop and Deliver Brilliant Presentations

It's both what you say and how you say it that determines the effectiveness of your presentation. To deliver confident, powerful, and persuasive presentations, learn how to:

- Eliminate the clutter and focus the message
- Organize each section of the presentation to tell a specific story
- Design each slide to make one succinct point
- Use graphics, charts and pictures to dramatize the concept
- Converse with your audience, not just present at them.

2. Sales Explosion: Get Customers and Others to Make Referrals to Your Business

Referral marketing is one of the most effective techniques for developing a steady stream of prospects and clients, and increasing visibility. If you truly provide a valuable service or product, the customers and others who know you can refer business to you. Learn how to:

- Why referral marketing is the most cost-effective sales tool
- Overcome the resistance to asking for referrals
- Identify opinion leaders and well-networked individuals

3. Produce Killer Sales Proposals That Close!

Today more than ever, your proposal and follow-up client pitch, needs to articulate your solution's benefits and the competitive advantage of using your firm. Learn how to:

- Structure a client-engaging proposal
- Demonstrate your ability to respond to clients needs
- Offer an added-value solution
- Give a compelling reason to choose your firm
- Avoid the errors that destroy a proposal's credibility

4. A+ Sales: Orchestrating an Effective Team Selling Machine

Today, it takes a team to sell your products and services to prospective buyers. Improve your sales team's performance by learning how to:

- Define the team's mission and the role of each member
- Demonstrate that the strength of the team is greater than the sum of its components
- Use case studies to demonstrate the benefits of the company's services/products
- Coordinate activities so the total presentation flows smoothly

5. Creativity and Innovation: The Keys to Corporate Growth

Leapfrog the competition by being innovative with your management, sales, marketing, and customer service. Learn how to:

- Understand creativity and innovation
- Stimulate creativity by members of your company
- Build an innovative culture



Jerry Cahn is a renowned presentation expert and organizational strategist who helps executives achieve personal and professional goals. Trained in psychology and law, his career includes working on Capitol Hill, managing the turn-around of a public health company, and serving as a pioneer of the computer-generated presentation industry (i.e., CEO of Brilliant Image for 15 years and president the industry trade association, IAPP). Today, he counsels individuals on how to unleash their passion, focus their energy and achieve their life goals, while consulting with their companies to improve management, sales, marketing and investor programs. Clients include C-level executives in private and public companies, and members of the investment community. An inspiring public speaker and motivator, Dr. Cahn's passion is educating young people. He regularly teaches at universities (currently for the CUNY MBA program) and mentors interns. Having supervised 400+ interns, he probably owns the world record!

For more information, visit www.true2yourself.com, www.presentationexcellence.com/jerrycahn.html or contact him at doc@true2yourself.com or call 212-290-8603