Whenever possible, provide evidence or details that support your ideas. For example, you can state facts or offer statistics to back up a proposal. You can use examples and comparisons to confirm a need. You can use expert opin-ions to endorse a recommendation. You can relate a situation to personal experiences of your listeners or experiences of your own.

Topic 5-2: Planning and Preparing a Presentation

Storyboard Worksheet:

Purpose- Motivate and influence sales staff to increase sales during the fall campaign

Main Idea- Commission and bonus opportunities will increase Support for Idea Commissions on sale items raised from10% to 15% $500 bonus for top ten total sales

Listener Interest-Commissions and bonuses that may be earned during the campaign

Listener Advantage-More income for the staff member

Listener Objection-Large number of clients to be handled during the sale Counter: The extra effort required will be rewarded with higher income

Visual Element- Growing dollar sign