

## **Giving a Call to Action**

The call to action is the most important part of your presentation. This is where your audience understands exactly what you want them to do. It's where you define yourself as a persuader instead of a presenter. This conclusion should not come as a shock to your audience. Throughout your presentation, you should have gently led them to the same conclusion that you are now giving them. You should have already prompted them to want to do what you are about to tell them to do.

Some people hate this part of persuasion because they are asking their prospects to do something. This should really be the best part – the action is the only reason you are giving the presentation in the first place; your audience is going to understand that. If you become tense and uneasy, so will your prospect. The whole presentation should be structured to make the call to action smooth and seamless. In fact, the prospect should not even see or feel your call to action coming.

You should prepare your audience for this conclusion before you even start on the rest of the presentation. Your entire presentation should be built around the call to action. I mean, write out the call to action word for word beforehand. From the outset of your message, you must be eager to get to this point. Be positive and enthusiastic. In your preparation, make sure your conclusion is explicit and that the audience is not left to make sense and understand your message by themselves. You need to tell them what to believe; you draw the conclusion for them. Make the call to action easy for them to follow and simple for them to do. There should be no doubt in your prospects' minds about exactly what you want them to do.

There is a story of an old man who goes to a dentist because he has a tooth that is killing him. He has been putting it off for months and finally he has to get the tooth taken care of. Once there, the dentist agrees that the tooth needs to come out. The man asks the dentist how much it will cost. The dentist replies that it will be about \$250. The old man yelps and yells, "\$250 to pull out a tooth?!!" Then he asks how long the procedure will take. He is told it will take about five minutes. "\$250 for five minutes of work? That is highway robbery!" the old man protests. The man then asks the dentist how he can live with himself charging people that kind of money. The dentist smiles and says, "If it's the time you are worried about, I can take as long as you want." When planning and preparing your call to action, remember that the process does not have to be long and painful. Be short, brief, and to the point.