



PowerPoint® Presentations That Sell

Adam B. Cooper

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Powerful presentations that close every deal!

It's time to rethink your approach to PowerPoint® presentations. Rather than oversee data-filled information sessions, you need to tell a compelling story that holds your audience's attention while selling your ideas.

PowerPoint® Presentations That Sell helps business professionals efficiently structure presentations that address audience needs, while providing the necessary tools to create slide elements. With sample slides on every page, this unique guide explains how to:

- Format and organize slides to emphasize your main points
- Select and create compelling charts using data
- Use shortcut techniques to create slides faster
- Create a memorable, focused conclusion

Ending with a case study displaying each presentation tip in action, *PowerPoint® Presentations That Sell* replaces the same old features and benefits with actionable recommendations in a dynamic package guaranteed to get results.

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