



## Mastering Technical Sales

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## Get Up And Move!

### Why Sitting Down Is A Bad, Bad Thing

Tens of thousands of years of evolutionary history have instilled well-developed human behavioral traits of being able to detect and react to movement. So why is it that when most Sales Engineers give a demo, or run a remote webcast, they remain stationary and sit behind a desk or a laptop?

### Get Up And Move! Escape From That Laptop

There is no reason that you need to be chained to the laptop during a demo. In fact, sometimes both you and the audience need a break. During your next demo try one of the following techniques.

1. **The Whiteboard Answer.** If you are asked a question which you can easily answer with a quick sketch on a whiteboard instead of using 1,000 words or showing three more screens - get up and draw the picture!
2. **The Projector Point.** If there is an item you *really* want to draw people's attention towards on a screen - get up and walk to the screen and point to it. It's far more effective than wiggling the mouse around the area you want to highlight.
3. **The Controlling Counterpoint.** Sometimes we are in one of those demos, and it just starts to run out of control with questions, "show-me's" and other interruptions. By getting out of your seat and walking to the screen, the poster board or the whiteboard you'll naturally attract attention and you can regain control of the situation. It's the psychological equivalent of saying "look at me, everyone!"
4. **The Webcast Walk.** Even if you are in the home office running a webcast, get out of the seat a couple times to stretch. You'll find it relaxes you and will expand your diaphragm and help your vocal pitch and tone. I even try to present standing up (with a long headphone cord) whenever I can as it feels more natural.

Demo Exercise is good for both your waistline and your messaging - try it!