



## Mastering Technical Sales

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## PowerPoint Presenter Mode

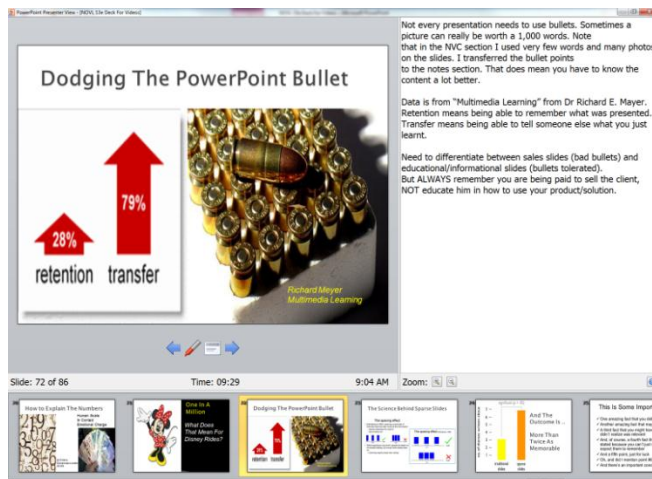
### A Smarter Way To Present With PowerPoint

Much as we are all suffering from *PowerPoint Fatigue* there are many times in the sales cycle when you just have to use the tool to get your message across to the customer. If you follow my recommendations about simplification and having a single thought per slide then your slides aren't going to be extremely busy. Yet you still have a bunch of stuff you want to talk about and now you don't have eight bullet points and masses of text to remind you. The downside of sparse slides is that you need to know your material better.

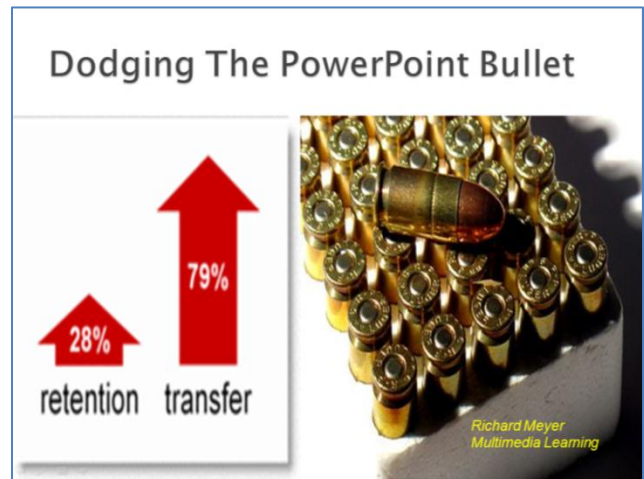
Well - actually not. A little known feature of PowerPoint known as "Presenter Mode" can be an absolute lifesaver. I've discovered that in many cases, well over 75% of my audience at workshops have never heard of this feature or don't know how to use it. Many thanks to Jack Fine of HP Software who clued me into this technique a few years back.

What does it do? Very simply,

You see this:



And the audience sees:



## How Does It Work?

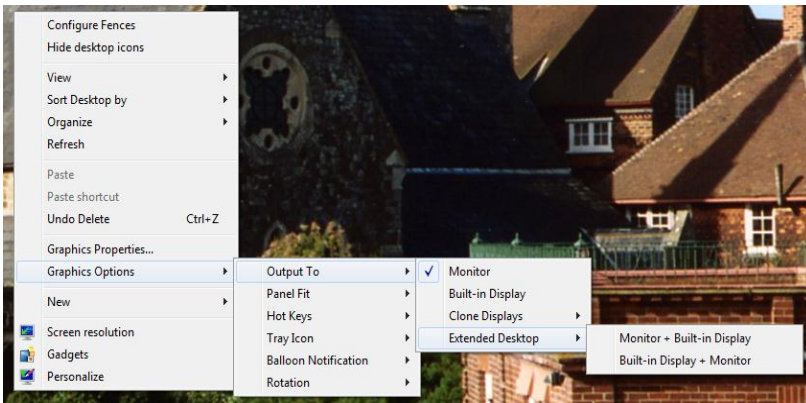
The screenshot shows the PowerPoint Presenter View interface. The main slide area displays a slide titled "Dodging The PowerPoint Bullet" with two red arrows: one pointing up with "28%" and "retention" below it, and another pointing up with "79%" and "transfer" below it. To the right is a photo of a bullet in a magazine. A blue box with the number "4" is overlaid on the slide. The notes section on the right contains text about presentation techniques and a blue box with the number "1". The bottom status bar shows "Slide: 72 of 86", "Time: 09:29", "9:04 AM", and "Zoom:". A navigation bar at the bottom shows thumbnails for other slides, with a blue box "5" over the navigation icons and a blue box "6" over the current slide thumbnail. A blue box "2" is over the zoom buttons, and a blue box "3" is over the current slide thumbnail in the navigation bar.

While the audience sees your regular slide - you get this view instead. It will show you:

1. Your slide notes. So if you have cut text from the slide and pasted it into the notes section - this is where it will appear. Putting speeds and feeds and other detail in here will make you seem really smart.
2. Zoom buttons to reduce/enlarge text size of the notes.
3. A view of your current slide, the last slide and the next 3-4 slides. Useful to make sure you don't run ahead of your deck.
4. The actual slide itself.
5. Forward, back and highlighter/pen tools
6. Current time AND how long you have been presenting.

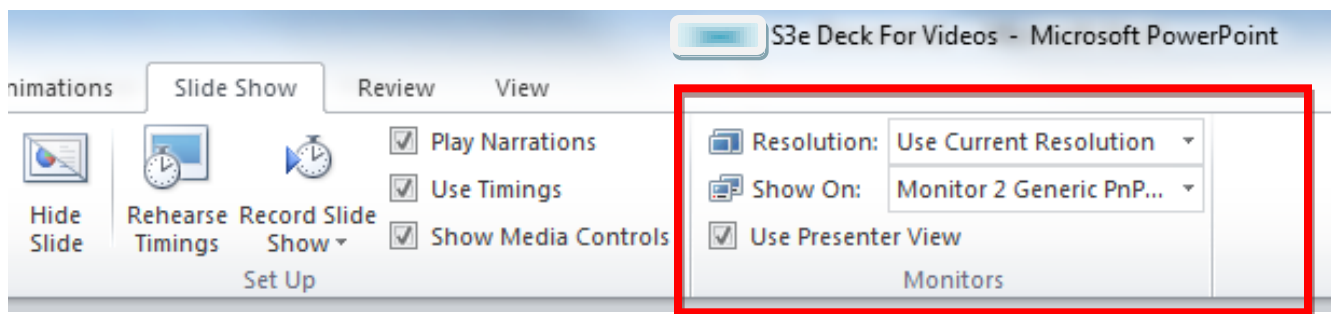
You also still retain the ability to use the "B" and "W" keys to turn the screen totally black or white when you want the audience's full attention.

## How Do I Set It Up?



It's a simple two-step process. First of all you need to be connected to an external display or projector. It won't work with a stand-alone laptop. Once connected to an external display set up your desktop to extend onto the external device.

And then when in PowerPoint, select Slide Show and choose the options at the top of the screen as follows.



Voila - you have Presenter Mode! This is a fabulous way to show simpler slides and still retain the factual/detail data you might need. Give it a try and you'll find that this can make the life of any Sales Engineer who relies upon PowerPoint just that little bit easier.

To comment on this article visit the [MTS blog](#).

Talking Points is a monthly column authored by John Care, Managing Director of Mastering Technical Sales. For more information on this and other Sales Engineering topics visit the website at [www.masteringtechnicalsales.com](http://www.masteringtechnicalsales.com).

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