

# The Grande Finale

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*“Great is the art of beginning, but greater is the art of ending.”* H. W. Longfellow

The enemy of speakers is sameness, but you have inspired, motivated and now you want them to act on your information.

Your question and answer session went well and now you are poised for the Grande Finale.

Although I covered the subject a little in *Preparing with Pizzazz*, the thrust of this message is all about your delivery.

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## **Memorable presenters have confidence**

They are there for us. And they know how to establish rapport and bond with us. They are not arrogant or egotistical.

## **Memorable presenters open and close with style**

Their openings grab your attention immediately, and their close makes you want to change your life or habits or take a risk the minute you leave the room. The openings and closes are well memorized.

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When the close of your presentation falls flat, then the prospect for the advancement of your idea fizzles and dies. Strong endings usually appeal to the emotions. *Hope, love, pride and fear.*

Some of the best endings come from your own personal experiences and usually involve emotional events. If you are trying to persuade, then those efforts will be most successful when the audience believe that your message is in their best interest.

The final word comes after Q & A and your quick summary of the presentation will result in the audience now knowing what you want them to do as a result of hearing you. As you reiterate your key points you are helping the audience to remember what you presented.

*End with a “Call to Action.”* This is the time to sell the audience on what you now want them to do. But, more than that, your audience must be convinced that if they do act they will receive a personal benefit.

## **Your Grand Finale**

This is your time to sell your plan, idea, product, service or celebration message through an effective Call to Action.

**Here are some great ways to mobilize your audience:**

**A straight Call to Action** - *"I challenge each and every one of you to send \$100 right now to the xxx Homeless shelter to eradicate poverty in the downtown area. To make it easier for you there are two collectors at the door as you leave."*

**Tell them what you are going to do and encourage them to do the same.** *"When I leave this meeting I am going to have a comprehensive medical and I would encourage you to do the same. Mary will give you the names of physicians in your area."*

**Make a pledge.** *"Please turn to the associate on your right and pledge that from now on you will follow a monthly personal marketing plan."*

**Get them to put their goal in writing.** An unwritten goal is just a dream. *"In your chair there is a 3 x 5 card and pen. Write down your goal and promise me that you will share it with someone else, and that at least monthly you will meet with or call that buddy and let them know of your progress."*

**Make sure they have the tools.** If they need resources to accomplish their goal have a list of those resources at the back of the room or promise to email the resource list to all attendees.

Do not make "thank you" your closing remark. It will be totally anticlimactic and raise only polite applause.

**A power ending should leave a powerful imprint on your audience.** For example:

*"A good friend of mine died recently. While he was in hospital with terminal cancer the fire alarm sounded. Spike looked around and yelled to me 'Help me out of bed I've got to get the other patients out'*

**Make Sure You Finish Your Days In The Service Of Others."**

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***Send your audience away buzzing and with a commitment to act !***