Marina has a sales meeting where she needs to present a new lens for glasses that her company have developed. In the past, she used to worry about whether her clients would understand her, but today she is calmed and confident. Why? Marina has a secret.

Provide Examples

Examples add clarity.

Some years ago I had to explain the word *surgery* to a group of students so I gave them the dictionary definition: "It's the treatment of injuries of the body by incision or manipulation, especially with instruments". Of course, most students did not understand anything! Fortunately I realised I had made a mistake and then added "My friend Sven had to go into hospital for surgery after he'd broken his leg in an accident". Everyone understood.

Since then, I have always added examples to my explanations. Why? Examples add clarity because it is always easier to visualise facts than theory.

Therefore, you will be able to communicate ideas more clearly if you add examples. For instance, provide quotes from recent news so listeners link your ideas to current life. If you explain something that happened to you personally, examples will add sincerity. If they illustrate a point, they'll help people see what you mean.

What about showing an image? Pictures and graphs are always useful because listeners with good visual skills will grasp those examples even if they miss your words.

Could you bring an object as an example? If possible, do so and hand it out. Let everyone see and touch it for kinaesthetic and visual memory. And if it's something people can smell or taste (wine anyone?)—better still!

My family and I visited Nassau in 2017. We were invited to The Bahamas Rum Cake Factory, where we saw the production process through a large window and were given a short explanation. However, what we all remember best is the moment we were offered a choice of Original or Cinnamon cake to taste. Whenever I think of Bahamas, it is not the explanation but that taste that comes back to my memory.

Marina has brought several sunglasses to her sales meeting and plans to say these sentences:

Let me illustrate
Let me illustrate this with a product sample. Can you feel how smooth the surface is?

For example
For example, on Twitter this morning I read that your company has added a new line.

For instance
Any non-abrasive liquid—water for instance—can be used to wash these lenses.

Let me show you a real
Let me show you a real situation. In this video you'll see Jeff wearing bifocal glasses at the beach.

Here's a case in point
Here's a case in point. Henry Thomas needed a special design so we prepared a model for him. I have a sample here. Do you like it?

Andrew's advice? Examples are an easy way to improve any explanation.

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