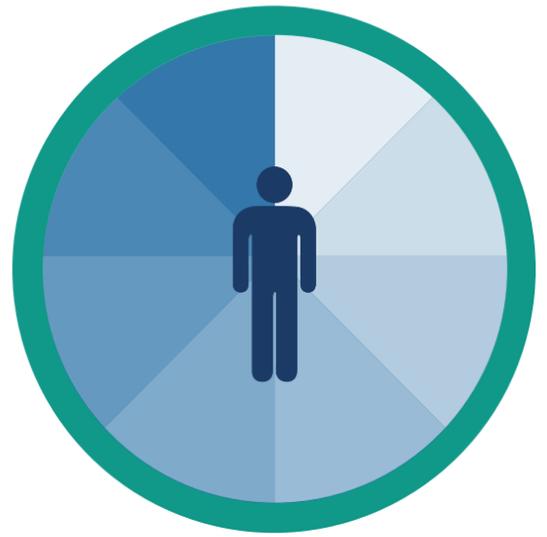


Using Behavioral Economics in Presentations

Personalize presentations.



Offer options.

Explain the reasons for your recommendations.



Use tables and graphs.

Respect the potential client (ask questions and listen).



Ensure understanding.