

# **MAKING THE MOST OF POWERPOINT**

by

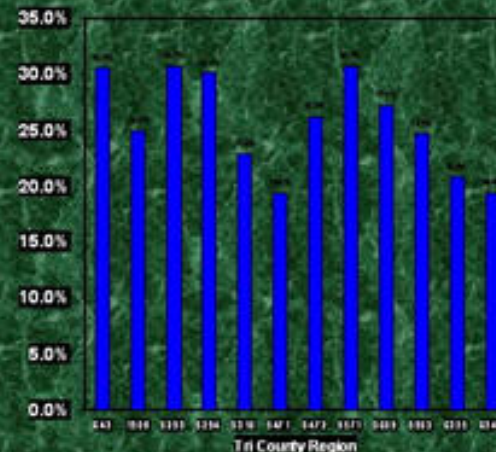
Van Webster

*WEBSTER* Communications

# PowerPointers



Preliminary Analysis of Staff Sales Activity



Use Images to Express Your Ideas

# THE BIG PICTURE



PowerPoint Is Best at Conveying the Big Picture

# SEE YOUR POINT



**Pictures Are More Memorable Than Words**

# CONTENT



The Three Goals of Business Presentations

**INFORM**



**Communicate Your Message**



**ENTERTAIN**



**Keep The Audience's Attention**



Inspire The Audience To Action

***Vision Source!***<sup>®</sup>

2005 National Meeting

**BRANDING**



Branding Through Graphic Identity

# IDEA

Contemporary  
Extraordinaire-



**snaidero**

FORM FOLLOWS LIFE

## Branding Through Graphic Identity

*Timeless*



**Branding Through Graphic Identity**



# BIG IDEAS



Hubble Heritage Team (STScI/NASA) and Amy Simon (Cornell U)

PowerPoint Is About the Big Idea

# PowerPoint is a Low Resolution Medium



Fine Details Will Be Un-readable

# PowerPointers

## TABLES

27.25	25.10	-1.8	CortXR	27.200	7.8	25.77	+02	32.87	20.71
25.33	16.80	+13.3	CorusE	gn .10f		23.50	-1.00	17.80	15.45
11.90	5.15	-6.9	CorusGr			9.14	-26	44.64	32.57
33.67	22.14	-7.0	Cott Cp			23.01	-10	45.70	31.09
39.93	27.21	-12.9	CntwdFn	s .56f	1.7 9	32.25	+58	24.40	14.35
32.89	22.10	-13.7	CousPrp	1.48a	5.7 3	26.11	-79	19.35	16.71
48.19	32.77	+17.8	Covance		28	45.65	+1.60	13.15	6.58
72.59	36.99	+25.8	Coventry		18	66.78	-22	35.40	25.91
23.07	13.83	-4.6	CoxRadio		23	15.73	-67	20.85	13.45
34.40	25.83	-8.7	Crane .40		1.5 dd	26.32	-33	30.49	3.00
7.69	4.39	+8.6	CrwidA	.24					
8.30	4.49	+3.7	CrwidB	.24					
19.33	12.25	+11.4	Credicp	.80e					
4.70	3.90	-2.5	CrSuisInco						
46.15	29.75	+8	CredSwiss	1					
5.36	4.19	-12.7	CrSuiHIY	.5					
20.52	14.62	-9.3	♣CresRE	1.					
22.22	10.31	+25.5	CrimIM						
32.10	20.85	-7.8	xCristChie	.					
16.24	5.02	+15.6	Crompton	.2					
45.95	26.25	-3.8	CrosTim	2.7					
17.62	12.55	-2.1	CrownCste						

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Tables Become A Blur

# PowerPointers

## Lens Selector Slide Rule

PARAGON VISION SCIENCES  
Just watch us.™

INITIAL LENS SELECTOR

FLAT K

41.75 | 41.87 | 42.00 | 42.12 | 42.25 | 42.37 | 42.50 | 42.62 | 42.75 | 42.87 | 43.00

1

FLAT K

43.12 | 43.25 | 43.37 | 43.50 | 43.62 | 43.75 | 43.87 | 44.00 | 44.12 | 44.25 | 44.37

3

TARGET MRS

0.00 | 0.25 | 0.50 | 0.75 | 1.00 | 1.25 | 1.50 | 1.75 | 2.00 | 2.25 | 2.50 | 2.75 | 3.00 | 3.25 | 3.50 | 3.75 | 4.00 | 4.25 | 4.50 | 4.75 | 5.00

2

Flat K Values-  
41.75 to 44.37

1. Slide tab until arrow appears at correct Flat K.
2. Find Target MRS (Monovision Refraction Sphere not spherical equivalent) to the right of the windows.
3. The initial diagnostic lens parameters appear in the window immediately next to the Target MRS.

Yellow indicates the lens is in the 100 lens dispensing set.

†: Calculations include Vertex Power Adjustment.

Paragon Vision Sciences, Inc.  
947 E. Impala Avenue  
Mesa, Arizona 85204 USA

86-550-33 -3.50

Tab 1 Tab 2

1. Slide tab until arrow appears at correct Flat K
2. Find MRS to the right of the windows
3. The initial diagnostic lens parameters appear

# DETAILS



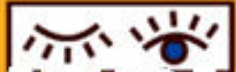
## Too Much Information

# PowerPointers

Sales Strategies



Focus  
NIGHT & DAY



**OVERLOAD**

CIBA  
Vision  
A Novartis Company

Your Audience Can Zone Out

# PICTURES



Pictures And Headlines Work Best

# MAKE YOUR POINTS POWERFULLY



Use PowerPoint To Its Best Advantage

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*Communications*

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**We Are Here to Help**