

# 4 WAYS TO BOOST SPEAKING SKILLS & YOUR SALES



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The event began ... they introduced the speaker ... and she walked up to the podium. But something was a bit off. She was **CLEARLY** nervous about being there, as if she had been asked to speak only moments prior. Then, she was handed a microphone, which she held somewhere around her waist clearly not intending to be heard or recorded.

This may bring up a smile or an uncomfortable memory for you. If so, you are not alone! Many business owners and real estate agents are **PETRIFIED** of speaking but **REAL TALK**, it's one of the most powerful tools you can have in your business arsenal! Why? Because the ability to speak with confidence and clarity doesn't just make you look good. It opens doors to new opportunities, establishes your credibility, and yes, can even lead to more sales.

Let's face it, clients want to work with people who come across as knowledgeable, personable, and trustworthy—and mastering public speaking is like earning a fast pass to all three. So, how do you sharpen those speaking skills quickly and stop feeling like a deer in headlights when the spotlight's on you? Let's break it down.

### **1. Get Friendly with Your Fear**

First, let's talk about the sweaty palms, dry mouth and butterflies that hit right before you speak. Totally normal. I've been speaking for more than a decade and I still experience the "flitters!" Everyone experiences some level of fear or anxiety when speaking to a crowd, but the trick isn't to banish the fear—it's to get friendly with it.

Instead of trying to suppress your nerves, acknowledge them. Channel that nervous energy into enthusiasm and passion for what you're talking about. As I've said to numerous public speaking coaching clients, "**our job isn't to get rid of the butterflies, it is to get them to fly in formation.**"

Remember, you don't have to be perfect. In fact, a little vulnerability can make you more relatable to your audience. People don't expect robots; they want to hear from real people with real stories. And when you're relatable, guess what happens? People trust you more, and trust is the currency of sales. So, embrace that fear, turn it into energy, and get ready to rock the room!

## 2. Understand Your Audience Like You're Prepping for a First Date

You know how before a date, you might stalk their social media (just a teensy weensy bit) to get a sense of their interests? The same idea applies to public speaking. Before you step up to the mic, know who you're talking to. The more you understand your audience's needs, desires, and pain points, the more tailored—and impactful—your message will be.

Are you speaking to first-time homebuyers who need hand-holding through the process, or seasoned real estate investors looking for their next big score? Is the crowd made up of fellow entrepreneurs who are looking for actionable advice (maybe at a chamber meeting), or potential clients who want to know you *get* them?

Tailoring your message isn't just about tweaking a few sentences. It's about deeply connecting with what your audience cares about. For example, if you're presenting to a room of young families, don't just talk about square footage—paint a picture of their kids running through the backyard, birthday parties in the living room, and morning walks to the nearby school. The more your audience feels seen and understood, the more they'll engage with you. This is the art of story! And speaking of story

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## 3. Master the Art of Storytelling

Storytelling is the secret sauce to making your public speaking memorable—and effective. People won't always remember the stats and data you throw at them, but they'll remember a good story. Why? Because stories tap into emotion, and when emotions are involved, people pay attention. When you're giving a presentation, slip in a personal story or two. Maybe it's the time you helped a couple find their dream home against all odds. Or maybe it's your OWN first time going through the buying process or the sales process. Or maybe it's how you overcame your own struggles to build your business. Stories give your message context, and they humanize you.

And you've heard this before, facts tell—stories sell. When clients hear your success stories or how you've helped others, they start to see themselves in those stories. It becomes easier for them to imagine working with you, which moves them further down the sales funnel without you even trying.

## 4. Practice. No, Seriously, Practice.

There's no magic pill for becoming a better public speaker, but if there were, it would be called *practice*. The more you speak, the better you'll get—simple as that. But we're not talking about just practicing in your head. You need to say it out loud, over and over again.

Record yourself, do mock presentations, or grab a friend or two and ask them for feedback. Yes, it can be cringey to watch yourself on video, but it's also one of the best ways to spot areas for improvement. Do livestreams. Do webinars. Get in front of a mic regularly! And here's the bonus: When you practice, you build muscle memory, and when you build muscle memory, you become more confident. And confident speakers? They sell.

## Why Public Speaking Equals More Sales

So, you're improving your public speaking skills—awesome! But what's in it for your sales numbers? A lot.

Public speaking gives you the chance to build credibility and establish yourself as an expert. When people hear you speak knowledgeably and confidently, they see you as a trusted authority. And trusted authorities? Well, people want to work with them. Whether you're presenting at a local homebuyer seminar, a chamber meeting, a business networking event, speaking on a panel, or simply giving a killer listing presentation, the way you speak directly impacts how clients perceive you.

Plus, public speaking opens up networking opportunities. Every time you speak, you're putting yourself in front of a new audience. You never know who's in the room, and the more people who hear you speak, the more potential clients, referrals, and partnerships you can create. Speaking gigs can literally be a gateway to new business.

### Final Thoughts

Improving your public speaking doesn't just make you a better communicator—it makes you a more effective salesperson. By getting comfortable with your nerves, knowing your audience like you're prepping for a first date, mastering storytelling, and practicing until you shine, you'll start seeing the impact not just in your presentations, but in your bottom line.

Public speaking isn't just about words; it's about connection. And connection? That's where the real sales magic happens. So, grab that mic, step into the spotlight, and start speaking your way to more success!

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**Robert Kennedy III** is a professional speaker, master storyteller and licensed real estate professional. His core belief? Everyone's words deserve to be heard! And in order to be heard above the noise, you must connect with your audience. Robert runs **Kenetik Communications**, a minority owned training company in Laurel, MD.

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