5 tips to make **complex** **content** more *memorable*

Many sellers and marketers assume that "simpler is always better." But the brain needs some complexity to remain interested. In many cases, you might need to add extra details to make your content more memorable.

You don't need to simplify complexity to make your presentation memorable. But to improve how your audience understands and remembers the content, you must manage complexity effectively—especially in a virtual setting.

Neuroscience research from B2B DecisionLabs uncovered these presentation design principles that you can use to make complex concepts more memorable to your buyers.

1 use contrasting images

Use a variety of contrasting images to avoid confusion between various concepts and help your buyers identify the differences between them.

2 create meaningful icons

Use icons that relate directly to the concept they represent. Using random or abstract visuals can make it harder to process complex concepts.

3 show color contrast

Use contrasting colors and positioning of elements on your slides to ensure the audience understands the distinction between different concepts.

4 use abundant animations

Use tactful animations and movement to gradually display varied and interdependent elements to avoid overwhelming your buyer's brain with too many details all at once.

5 elaborate with examples

Use familiar examples related to the concepts you present to help your buyers understand and process the information more easily.

Complexity Across Borders

Contrary to the popular adage, you do not need to "simplify complexity" in your sales presentations—regardless of your buyers' cultural background.

Get this neuroscience research study to learn how buyers from different cultures process complex information in a virtual setting.

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