

**PRESENTATION SKILLS
DEVELOPMENT**

**DEVELOPING THE CLIENT RELATIONSHIP –
MAKING A PRESENTATION TO A
PROSPECTIVE CLIENT**

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PREPARING FOR THE PRESENTATION – KEY POINTS

STEP 1 - INITIATING THE PROCESS

- Identifying the prospect
- Homework on the company and key people
- Setting a time
- Needs analysis
- Call objective (lunch, seminar, presentation)
- Planning the call strategy

STEP 2 - SETTING UP THE EXPLORATORY MEETING/LUNCH

- Defining the objective
- Planning the meeting strategy
- Sweating the details
- Reaching a conclusion

STEP 3 – PREPARING THE PRESENTATION

- Establishing the process
- Tendering a request to make the presentation
- Situation analysis
- Defining the objective/message
- Planning the presentation approach
 - Establish clear objectives for your presentation
 - Do your homework
 - Be prepared
 - Anticipate disasters and expect the unexpected
 - Test all required equipment thoroughly
 - Trust no one
 - Environment and visual aids/electronic tools can influence the impact of the presentation and the impression you leave
 - Murphy's Law will undoubtedly be a factor
 - Be aware of what non-verbal signals you are giving
- Rehearsal
 - Don't learn on the job
 - Do at least 2 complete timed run-throughs, including use of all A/V and other tools
 - Simulate setting, audience and facilities
 - Go with your best presenter, regardless of seniority
 - Evaluations improve performance
- Audience analysis
 - Know who they are
 - Know where they will sit
 - Know where support/problems will come from
 - Know biases and power base
 - Give supporters ammunition

STEP 4 – THE PRESENTATION ITSELF

- Presentation time
 - Control every aspect you can control, deal with what you can't
 - Morning is better than afternoon – people tend to drift off mentally after lunch

- Keep it to an hour if possible, no longer than 3 tops
- Location & environment
 - Your location is best if you have the space
 - Ensure requirements are met re: space, seating arrangements, lighting, electrical power, ventilation, air conditioning/heating, noise levels
- Presentation tools
 - Audio-visual equipment
 - Computer & electronic equipment
 - Internet access
 - Keep your verbal content consistent with your visual aids
 - Remember to communicate with your audience
 - Address all elements of graphics/charts
 - Paraphrase, don't read from the visuals
 - Remove visual when finished with it to refocus attention to you
- Performance
 - Start well, end off even better
 - Allow time to talk with the audience members as questions or concerns come up
 - Establish eye contact and rapport with the individual audience members
 - Speak to one person at a time, don't ignore anyone
 - Project loud enough to be heard by everyone in the room
 - Strive for an air of competence, confidence, sincerity and enthusiasm
 - Non-verbal communication
 - Natural tone of voice
 - Voice should be expressive enough to be interesting
 - Appropriate and comfortable clothing
 - Remember that you represent your firm

STEP 5 – EVALUATION

- Positive audience feedback
 - attentiveness
 - animated features
 - note-taking
 - good eye contact
 - body language – leaning toward you, nodding
 - informed questions, comments
- Negative audience feedback
 - snoring, yawning
 - drumming fingers, toe tapping
 - leaning back in chair
 - blank look on face
- Self-evaluation
 - Have other members of the firm evaluate the presentation beforehand
 - Have another member of the firm attend the presentation to critique it afterward

OVERCOMING THE FEAR OF PUBLIC SPEAKING

ASSESSING YOUR AUDIENCE

The audience will seem less intimidating the more you can learn about them. Try to determine as much as possible beforehand:

1. Age range
2. Size of audience
3. Location of presentation
4. Setup of room
5. Primarily male or female, or equal distribution of gender
6. Purpose of presentation
7. Nature of the organization
8. Specific needs to be met
9. Would another speaker be better qualified
10. Audience's knowledge of the subject matter
11. PA system and other equipment available
12. Economic/educational/political/cultural orientation
13. Similar or diverse occupations
14. Contact person's name, firm, business and home phone numbers

"SAFE" PLACES TO PRACTICE YOUR PUBLIC SPEAKING SKILLS

1. Staff, management, partnership meetings
2. Negotiating a raise
3. Professional organization gatherings
4. Interviewing
5. Client luncheons
6. As a seminar participant
7. Panel member/moderator
8. Special occasion get-togethers – retirements, anniversaries, birthdays, office functions, etc.

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