



***WINNING BUSINESS  
PRESENTATIONS™***

***MINI-COURSE***

***PART ONE***

by

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## Foreword

Welcome to **Part One** of your **Winning Business Presentations™** Mini-course!

A new part of the course will be delivered automatically to your in-box every two days so make sure that you white list [info@cathdaley.com](mailto:info@cathdaley.com) so that you don't miss any of them.

I'm thrilled to have this opportunity to share with you these tried and tested and proven techniques for becoming even more effective presenting your business.

We all know the present economic climate is tough and if you are going to stand out in your marketplace you have to do something different and so I'd like to congratulate you for downloading this course because *you are already doing more than most of your competitors.*

As one of my trainers once said

***“Successful people are the ones who do the things that unsuccessful people are not prepared to do”***

The very fact that you are sitting here reading this means you are well on your way to doing just that.

Before I go into more detail about the course let me introduce myself.....

I am a trainer, coach and motivational speaker and I work with individuals and teams who are involved in delivering high value presentations as part of the competitive bidding process, as well as teaching workshops on presenting at all different levels, from networking to meeting prospective and existing clients and in the more formal boardroom scenario and interview situations.



But I haven't always done that. I began my career over 25 years ago as a high school physics teacher and it was a huge challenge to engage, motivate and inspire youngsters and teachers alike. And at times it was really difficult! It's been said that the most difficult audience to face is that in the Glasgow Empire on a Friday night - but they obviously never had to face a group of 15 year old boys, who didn't want to be in school, last thing on Friday afternoon and teach them about the finer points of atomic physics!!

So I had to learn different techniques to connect, engage, persuade and influence, if I wasn't to go nuts.... and I made a lot of mistakes along the way. I learned what to do and just as importantly what not to do to engage and motivate people and as a result of this experience I developed an approach that was a great success in helping people to get better results much more quickly. I was appointed as the first "super teacher" in Liverpool, an award only accorded to the top 2% of high school teachers in the UK then and this gave me the opportunity to share this different approach with others. It led to me training over 5,000

educationalists and to coaching people in international sport and business professionals and presenting, both nationally and internationally and I have been fortunate to work with five of the top trainers in the world in Presentation Skills and Education.

So what has this got to do with business? Well when I began my own business I was amazed to find that so many people avoid speaking in public, even in networking events, and that many are petrified of it. Even those who were confident were struggling to engage and motivate their prospects and clients and it was costing them huge amounts in lost business (one firm I came across lost a £ 7 million contract because of a poor presentation) and that should just not happen!

So I started to think about putting together a programme that helps people to become truly confident, persuasive and influential speakers who can connect and engage with any audience in any situation.

And **Winning Business Presentations**™ was born! It is a very different approach to connecting and presenting in a business context and it derives from all of the techniques I have learned, used and developed over the years.

This 7 Part Mini-course is an introduction to the approach and you will learn some of the tools and techniques *that your competitors don't know* which means that when you use them you will immediately begin to stand out and start to attract more clients who will want to do business with **you** rather than your competition.

(By the way whenever I refer to a “presentation” it simply means any information that you put together to convey to others about your business, and a “presenter” is anyone who speaks to others in the context of their business).

Before we begin the course, there are three important things I need to mention to you.....

### 1. Be prepared to do

Can you spare the time it takes to have a cup of coffee, just 20 minutes every other day, to get better results in your business?

Because all the tools and techniques in the world will not do you any good unless you **use** them.

Now I know that may sound like stating the obvious but I see and hear so many people who say things like “ Oh yeah, I've heard about that but it doesn't work” or “ that's just common sense!” or “ that's too easy. It can't be that simple!” because in my experience common sense isn't that common and yes most of these techniques are simple and easy to learn but many people don't make the effort to use them. You will get the most from this course when you participate in the activities and complete all of the exercises because this is all about you taking action. They do produce real world results when you use them consistently so I need you to agree to spend about 20 minutes twice a week to practise and use these techniques.

You might find it useful to print the **Action Challenge** parts of the course because you may want to jot down your thoughts as you go through the process.

### 2. Be prepared to have an open mind

When we learn something new we filter it through what Peter Thomson calls “ the curse of knowledge” , that is all of our pre-existing ideas and previous experience. And this can get in the way, particularly if the information is new and different from what we have encountered in the past. Some of the ideas in this course may be familiar to you (particularly if you have been to any of my workshops) and many will be totally new and very different from what you have experienced up to now. I want you to get absolutely the most you can from this course and so ask you to put your existing knowledge to one side and come at each part of the course with an open mind because in that way you will get maximum benefit.

### 3. Be prepared to have fun

Perhaps the most important thing is that you really enjoy the process and doing the activities because as you know we learn best when we are having fun!

Now let's get to the reason you are here..... **Winning Business Presentations™**

## So why **Winning Business Presentations™**?

Let me ask you a few questions.....

How many times do you get the opportunity to get up to speak about your business and don't? Be honest!

How many times do have to do it but dread it?

Or take every chance to avoid it?

Or do it but are dissatisfied by the results you get – maybe you don't win that coveted contract even though you know you're the best ?

In the present economic climate many in business are finding it very difficult to increase their sales as some markets shrink, the number of available contracts decreases and it becomes ever more competitive.

To attract more clients, win more contracts, or increase your sales **you have to go out and talk to people** – be that existing or prospective clients, possible business contacts, interview panels, potential investors.....and that's often not as easy as it sounds because each and every time you do this, you're in **business presentation mode** and in these situations, **YOU** are the face of your business.

In reality presenting is a fact of life and being good at it has never been so important. Being competent is no longer good enough.

I believe that you have to be able to consistently give Winning Business Presentations ***because it's the key to gaining or losing business.***

Good presentations equate to money and poor presentations are costing some companies and businesses *thousands* and even *millions* in lost contracts but the unfortunate thing is that *most are unaware* of exactly how they are doing it.

It is often said that outstanding presenters are born, not made, but it simply isn't true. Being an outstanding presenter is just about learning and developing particular skills and practising and using a set of tools and techniques and anyone can learn how.

As I said before ***Winning Business Presentations™*** is a totally different approach to business presenting which means that you make a huge impact, really stand out in your marketplace and win more business because it teaches you a really powerful and exclusive set of tools and techniques that are easy to learn and ***that 94% of people don't know.***

World Cup winning coach Sir Clive Woodward incorporated into his players skills' base "the essential non-essentials" - the things that most people don't think matter, ***that actually do.***

***Winning Business Presentations™*** is about incorporating those small things which when aggregated make a ***massive*** difference. You'll succeed over your competition because ***they won't be doing it*** and you have the winning edge.

### What this course will cover.....

- \* What's good and what's not?
- \* The ***crucial*** first step in any presentation which really makes a difference (that most people don't even bother with)
- \* The ***essential*** ingredient for "thinking on your feet" (and it's probably not what you think it is!)
- \* The ***Number 1 Success Killer*** for any presentation and how ***you*** can avoid it
- \* The ***6 Ps of Outstanding Presenting*** (that you avoid at your peril)
- \* How to use ***"The X Factor"*** to improve your performance ***every time*** and make effective communication much easier
- \* ***The*** biggest mistake that people make when presenting (that even some professional speakers are guilty of)

And I guarantee when you start to implement all of these you will stand out straight away – because most people don't know this stuff and even those that do don't put it into practice.

### **How the course works**

Each part of the course consists of a description or explanation of a particular tool or technique (with some background information and links where appropriate for those who want to know more) and an **Action Challenge**.

To get the most from the course I recommend that you do each **Action Challenge** as and when you receive it and in that way you will very quickly start to see a difference in your results. You may want to get a notebook to note down what happens so that you can measure the effects of using these tools on a daily basis.

### **So are you ready for your First Action Challenge?**

I'm sure that you have seen many, many presentations of different kinds.

I want you to think of the **worst you have ever seen. That's right the worst!**

It may have been at a networking event, as a pitch, in an interview, at a conference.....wherever it was just get it in mind right now and consider - what was it that the presenter did, or didn't do, that *made it so bad*?

List at least 5 things below.

1

2

3

4

5

Now I want you to do the same for ***the best presentation you have ever seen***. And consider - what was it that the presenter did, or didn't do, that *made it so good*?

Again write down 5 things below.

1

2

3

4

5

***What do you notice?***

Because the first step to becoming an outstanding presenter is becoming more aware of what not to do and then learning how not to do it!

***Until next time,***

***Kind regards,***

*Cath*

In Part Two I'll share with you the four questions you absolutely ***must*** ask before you even start to plan your presentation which makes the difference between a ***Winning Business Presentation™*** and losing one.