



***WINNING BUSINESS
PRESENTATIONS™***

MINI-COURSE

PART TWO

by

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Winning Business Presentations™ 7 Part Mini-Course

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Welcome to **Part Two** of your **Winning Business Presentations™** Mini-course.

In **Part Two** we look at 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.

But before we begin, let me ask you - how did you get on with your **First Action Challenge**? And what did you learn from doing it?

Whenever I do this exercise with my clients there is a remarkable similarity in what comes up for both the worst and best presentations.

Some of the most common for the **worst** presentation are:

- showing off how much they know and paying no attention to the audience
- had a script that they were going to finish regardless of how it's received/ rambling
- nervous and obviously didn't want to be there
- no eye contact with audience
- read from PowerPoint slides/ too many slides/ couldn't read the slides
- very boring
- talking **at** me

and I'm sure you'll have others because there are many more.

The **best** presentation examples always include things like:

- Interesting and engaging
- Friendly
- Related it to what I wanted to hear about
- Clear and with an obvious point
- Confident
- Talked about real world examples
- Talking **with** us – like it was a conversation

and again there are many, many other characteristics that make a presentation a really good one.

And the interesting thing is that these examples come up regardless of the context of the presentation. In other words it doesn't matter whether it's a business pitch, a job interview, a training day, a sales presentation, a lecture, at a networking event, whatever..... the same issues occur.

Did you know that 97% of managers report that they are so bored in presentations that they are often on the point of falling asleep! What if this is happening in front of a client, a procurement panel or a potential investor?

One of the main reasons that “presenters” switch off their audience is that they have no clear idea about the actual purpose of their “presentation” or what they want the outcome to be – and so the audience has no idea either!

It's being like Alice.....

Alice is walking along and arrives at a fork in the road.

The Cheshire Cat is watching her.

She asks the Cat “ Which road should I take?”

The Cat replies” Well it depends.... Where do you want to go?”

“ I don't know” says Alice.

“Then it doesn't much matter which road you take then does it?” said the Cat



The thing is though that many people think they know what the outcome is, e.g. to win the contract or to get the job, but as a “presenter” you don't control that. It is someone else's decision. You have to decide what you want the outcome to be in terms of giving the presentation that will help others to make the decision you want.

The **crucial** first step in any presentation which really makes a difference (that most people don't even bother with) is this :

Begin with the end in mind

Now that usually produces one of two responses :

What does it mean? Or isn't that just common sense?

What it means is that you need to be really clear about

- a) The purpose of your presentation – what's it for?
- b) What do you want to get as a result of doing it?

And although it may seem like common sense, most people don't do it.

So before you begin to create any presentation it is really important to be able to answer a number of questions.

When I'm working with clients we use a template that covers *fourteen different areas* and it begins with the questions below. These are four of the questions you absolutely **must** ask before you even start to plan your presentation if you want it to be really successful.

1. What is the purpose of the "presentation"?

- *is it to get an appointment with a new business contact? to raise your profile? to ask your boss for a pay rise? to win that contract? What's it for?*

2. What is your outcome?

- *is it to get that appointment in the diary? to have people give you their business cards? to get people to sign up to your workshop? to give you a referral? to be awarded the contract? What do you want to get as a result of doing it?*

3. How will you know you have achieved it?

What will it look like, sound like, feel like when you have got what you want?

4. What do you want your audience to do as a result of your "presentation"?

- *do you want them to give you their business cards? arrange to meet you for coffee? recommend you to one of their clients? sign up for your workshop? draw up the contracts?*

Spending some time considering these at the beginning will save time in the long run and will ensure that your "presentation" is much more successful whatever the circumstances.

Your Second Action Challenge:

This challenge is in two parts. Part A refers to this Mini-course and Part B to your next "presentation".

Part A

What do you want to get as a result of doing this Mini-course?

How will you know you have achieved it?

Part B Think about the next “presentation” you are going to give - it may be a formal pitch to an interview panel, or talking 1-2-1 to a prospect or existing client, or meeting someone new at a networking event - whatever it is, get the situation in mind right now and answer the following questions:

What is the purpose of the “presentation”? (What’s it for?)

What is your outcome? (What do you want to get as a result of doing it?)

How will you know you have achieved it? What will it look like, sound like, feel like when you have got what you want?

What do you want your audience to do as a result of your “presentation”?

It is really important to have answers to these questions because it determines how your presentation will sit together and how it is delivered.

And when you know where you are going it's far more likely that you'll get there!

Until next time,

Kind regards,

Cath

In Part Three I'll share with you the **essential** ingredient for thinking on your feet (and it's probably not what you think it is)