



***WINNING BUSINESS
PRESENTATIONS™***

MINI-COURSE

PART SIX

by

CATH DALEY

<http://www.cathdaley.com>

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Winning Business Presentations™ 7 Part Mini-Course

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info@cathdaley.com

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Cath Daley

Cath Daley Ltd

171 Liverpool Road,

Crosby,

Liverpool,

L23 0QN

Merseyside,

England

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

Almost at the end of this mini-course now and I know that if you are using these ideas you will be seeing a difference in your results.

As you've probably noticed I do a lot of business networking and I love the opportunity to meet people in all sorts of different businesses and watch lots of different types of presentations.

A few months ago I was at a breakfast meeting – you might be familiar with the format - everyone gets 60 seconds to talk about what they do followed by a 10 minute slot for one person to give a more detailed view of their business.....



Anyway on this occasion it was a guy I'd not met before, Steve, who stood up for his 10 minutes and I can honestly say that I have *absolutely no idea*, and by the reaction of people around the table neither did anyone else, of what his business was or who would be a good referral for him. Why? because he gave one of the most rambling and disjointed "presentations" I have ever experienced.

He obviously knew where he was going with it (or maybe not!) but he left his audience completely confused. He told stories and jokes, many of which would be ok down the pub but to be honest were not appropriate from a professional point of view or at 8 in the morning and he offended some people. It was clear that most just couldn't wait for him to sit down.

At the end of the meeting I went to have a chat with him because I was curious and I wasn't quite sure as to what he actually did we got on to talking about what I do and networking in general and I mentioned that his presenting style was unusual. I asked him what results he was getting from speaking and whether or not he would recommend it to others as a way of getting new business.

Steve told me " I take every opportunity I can to speak because to be honest I love the attention and know I'm really good at it (!) because it just comes naturally to me. I never prepare what I'm going to say because I think it's important to be spontaneous and I can't understand why so many people dislike doing it. I don't get much business from it though and I'm not really sure why."

And it's not just in networking events I came across a bid team recently of four people, all experts in their respective fields, who were presenting together one after the other for a contract worth potentially £ 5 million to the company. Although each person knew what they were going to say individually, they only came together for the first time just before they were due to present and so the whole thing was disjointed and didn't hang together.

You may have heard the saying "Failing to plan is planning to fail" and outstanding presenters really take this to heart.

There was a play on TV recently called “Eric and Ernie” which described the early days of two of my favourite comedians Morecambe and Wise and showed how their very funny “spontaneous” ad libs were no such thing. They were very well practised routines.

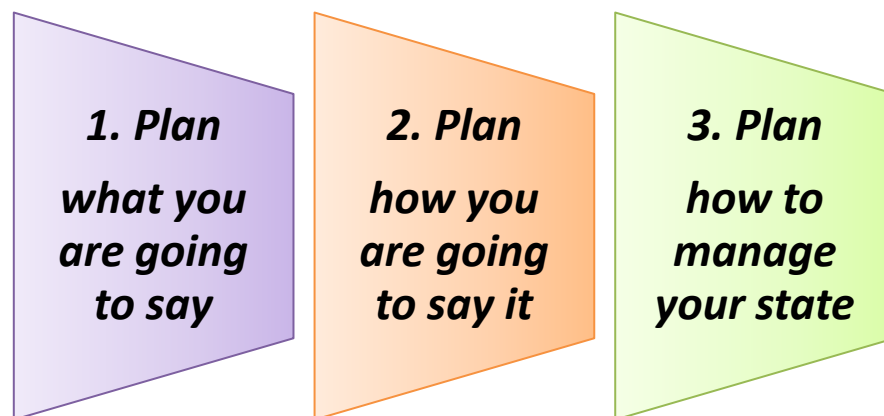
And in the same way that the best comedians practise every ad lib, outstanding presenters don’t leave anything to chance.

Steve didn’t bother. He didn’t realise that there’s a lot more to getting results from networking and presenting than just speaking off the cuff and there is no doubt it was losing him business. He has the potential to be a great presenter but lacked the self awareness to realise that he has to do something different to improve his results.

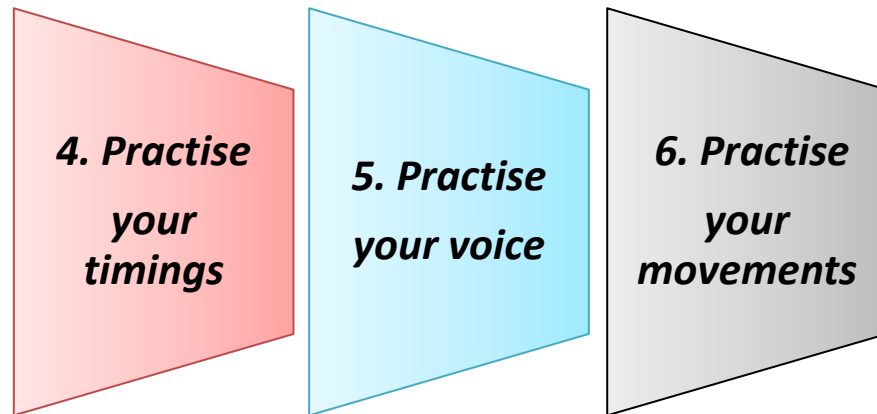
.....oh, and the bid team didn’t win the £ 5 million contract.

What both Steve and the bid team were missing were The 6Ps of Outstanding Presenting.

The 6 Ps of Outstanding Presenting :



and then



In other words don't leave anything to chance. I plan and practise every presentation I do even if it's only 60 seconds for a networking event because the best presenters plan and practise **every**, and I mean **every**, presentation, whether that be a 45 minute interview as part of the bidding process, a sales pitch or a three day training programme. It doesn't matter.

Now this may seem to be a lot of effort and it can take a bit of getting used if you don't already do it but it can be made a lot easier and you can save a great deal of time if you have a structure for your presentation. There are many to choose from and you learn the most effective ones for connecting and engaging with an audience in different situations on the **Winning Business Presentations™** Training Programme (see "**Getting Better Connected**", "**The Secrets of Painless Presenting**" and "**Presentation Sensation**" at www.cathdaley.com) and the important thing is that you choose a structure and use it consistently.

By the way, planning, practising and having a structure are not the same as having a script and rehearsing.

I know that some presentations skills training advises you to write a script and stick to it but I think that can cause problems because I know that when I was acting at school and having to learn a script if I forgot a sentence, or even only a word sometimes, it completely threw me. I got totally lost and dried up. And the same thing can happen with a presentation. Using a script can also put increased pressure on you because worrying about whether or not you'll forget it actually causes you to do exactly that.

As long as you choose a structure that is designed to connect and engage and then stick to it and use it consistently then you'll never be lost for words and your presentation will be clear and concise.

(In case you're interested I eventually found out that Steve had several different businesses he was promoting – all mixed in the one presentation so it wasn't surprising that we couldn't work it out!).

Your Sixth Action Challenge:

This challenge is to develop three great presentations on the same theme that last for different lengths of time.

Choose a topic that you are going to present about – it can simply be an introduction about you or your business, or something more complex. It's up to you.

Once you have decided the theme then use all that you have learned up to now and The 6 Ps of Outstanding Presenting to plan a presentation that lasts for

a) 1 minute

and then develop it so that it you have another that lasts for

b) 3 minutes

and then develop that so that it you have another that lasts for

c) 10 minutes

and then practise each one until you are comfortable and confident with them.

You will then have a presentation ready so that you can take the opportunity to speak whenever it presents itself. (If you want to you can further develop the same presentation so that you have another version that lasts for between 20 and 30 minutes).

Because to be an outstanding presenter you have to share the motto of the Scouts and Guides,

.....*"Be prepared"*!

Until next time,

Kind regards,

Cath

In Part Seven we talk about how you can use "The X Factor" to enhance your
Winning Business Presentations™