



Corsini's Point of the Week™

March 31, 2008 — Part 2 of 3



Winning Presentations: Get (and Keep) Your Audience's Attention

No matter who your audience is or what your subject is about, **the common goal of a presentation is to capture (and hold) your audience's attention—especially for a sales presentation.**

Also common to all presentations: a structure. **Every presentation has a beginning, a middle and an end.** Each of these parts needs to be strong:

- **The introduction:** Be enthusiastic, and thank your audience for having you there. Be sure to give a quick acknowledgment to the people who made that happen.
- **The main point:** Be clear and concise with your information. **Emphasize your expertise**, and talk up how what you offer can help the client (save money, increase productivity, reduce their risks, etc.) In short, **tell them how you can help them do what they do better.** (You should not give a presentation until you understand the client's needs, wants, goals, etc. This requires advance work before the presentation.)
- **The conclusion:** Summarize your main points, **highlight once more the benefits of doing business with your firm** and thank your audience sincerely.

That said, we'll continue our series on presentations with some tips for keeping your audience focused.

Solicit input. After major points, get some feedback. **Ask how what you've just presented will help the client.** Do they agree with you? Do they have any concerns you should address as you present? This back and forth keeps your audience focused.

Time matters. Get to your point quickly; stay within your time limit; and avoid complex, difficult-to-understand presentations. If you're given 45 minutes for your meeting, plan on a 30-minute presentation and leave 15 minutes for questions, answers and surprises.

A picture is worth a thousand words. Make your presentation as visually pleasing as possible. **Use images whenever you can.** Make your message more appealing with

QUOTE OF THE WEEK

"Be sincere; be brief; be seated."

— Franklin D. Roosevelt, on speechmaking

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some type of audio/visuals such as interactive white boards, slides, posters, large screens/monitors, etc.

admin@corsini.com to be removed from our mailing list. We apologize for any inconvenience.

Stay off the Internet. A real-time visit to the Internet sounds exciting, but **there are just too many things that can go wrong.**

Don't just stand there, do something. Move around the room; this makes you seem more accessible. Also, **make eye contact. But don't just focus on the decision-maker.** Connect with assistants and secretaries, too. You never know how much say they have in company decisions.

Next week, we'll look at what you can do *after* your presentation to improve your technique and do what you do better.

CORSINI'S POINT

A good presentation has a beginning, a middle and an end. Open with enthusiasm, speak with clarity and end with a summary. Solicit feedback after major points. Get to your main message quickly, and stay within your time limit. Make your presentation visually pleasing. Stay off the Internet; too many things can go wrong. Move around the room, and make eye contact with everyone—from the boss to the assistant.

Do What You Do Better™ Sales Workbook

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Corsini Consulting Group's newest publication, written especially for salespeople, is coming soon.

You'll find many more presentation tips as well as workable, proven ideas for effective selling; improved communications; gathering referrals; and balancing life with work.

It's a reference tool for a more successful life. It's another way we help you do what you do better.