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HEALTH AND FINANCIAL WELLNESS

Presenting
With
Confidence

Checklist

Presented By

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Presenting with Confidence – Summary Checklist

Why You Can't Ignore Your Presentation Skills

- ✓ Many surveys attest to our fear of public speaking
- ✓ 41% of 3000 respondents listed speaking before a group as their greatest fear
- ✓ It's a key you must master to succeed in business

The Problems We Face With Public Speaking

- ✓ Many people experience anxiety with physical symptoms
- ✓ This can occur in front of both large and small groups
- ✓ The fear can cause people to avoid giving presentations at all
- ✓ This fear can limit opportunities
- ✓ Anyone can overcome it using effective techniques
- ✓ Even if you don't suffer from anxiety, you can still improve your presentation skills

Why Public Speaking Is So Important

- ✓ Communication is the foundation of business success
- ✓ Good communication allows business owners to form connections
- ✓ Improving skills will have a positive impact on all communications
- ✓ Appear more confident and collected
- ✓ Reduce anxiety
- ✓ Improve sales, reputation, impressions and become a thought leader

Apply Best Practices to Elevate Your Public Speaking

- ✓ Good presentation skills are the foundation for effective public speaking
- ✓ Communication is at the root of presentation skills
- ✓ The key is to communicate with your audience

Before the Presentation

- ✓ Know Your Audience
 - Spend some time researching them
 - Find out demographics and psychographics
 - Know their level of knowledge about the subject
- ✓ Adjust for Size
 - Adjust tone for larger or smaller groups
 - Use a formal tone for larger groups
 - Involve the audience more in smaller groups
- ✓ Be Flexible
 - Expect the unexpected
 - Be ready to adapt and make changes on the fly
 - Maintain a sense of humor whatever happens
- ✓ Timing
 - Always practice with an eye on your timing
 - Fit everything you have in the allotted time
 - You may find yourself running short and have to add more
- ✓ Get Plenty of Fuel
 - Make sure you have something to eat beforehand
 - If your brain doesn't have the nutrients it needs you're more likely to suffer from cognitive problems
 - Eat protein rich snacks and avoid anything heavy
- ✓ Voice and Tone
 - When people are nervous different things happen to their voice and tone
 - People also use fillers such as 'um' or make long pauses
 - Record beforehand and listen out for these

Best Practices During a Presentation

- ✓ Use a Delivery Style that Matches Your Personality
 - Don't alter your personality on stage
 - Play to your natural strengths

- Think of it as an extension of how you regularly communicate
- ✓ Have Fun
 - You want to come off as relaxed
 - Keep it interesting and use humour to draw curiosity
 - If you're having fun it will rub off
- ✓ Don't Read
 - Use notes, but don't read from them
 - Use bullet points, keywords or headings as reminders
 - Practice until the content is stuck in your brain
- ✓ Facial Expressions
 - Think about your facial expressions
 - They should mirror what you're saying as they do when you're talking to friends
 - Practice in front of a mirror
- ✓ Body Language
 - You need to monitor body language
 - You may make unconscious gestures that detract
 - Keep your arms at your sides and gesture sparingly
- ✓ Calm Your Nerves
 - Practice a few techniques to calm yourself
 - Deep breathing
 - The power pose
 - Think of friends
 - Go to your 'happy place'

Craft Your Elevator Speech

- ✓ The elevator speech is a quick speech of introduction
- ✓ You should have an elevator speech prepared
- ✓ Quickly and easily convey what your business is about
- ✓ Seasoned professionals have a quick speech that they rattle off
- ✓ They've written, rehearsed and perfected the speech
- ✓ The elevator speech is an important communication tool
- ✓ Elements of the perfect elevator speech:
 - 20-30 seconds long
 - Succinct, memorable & compelling
 - Create a spark of excitement
 - Drive home unique value
 - Lead to further connection

The Steps to Creating the Perfect Elevator Speech

- ✓ Step 1
 - Start with what you do
 - Describe what your company does
 - Focus on problems solved and benefits
- ✓ Step 2
 - Make what you do unique
 - What sets you apart?
 - Ask your customers if you're unsure
- ✓ Step 3
 - Ask a question
 - Get the listener to engage in what you've said
 - Prepare some answers that might deepen the conversation
- ✓ Step 4
 - Practice and refine
 - Make sure it's no longer than 30 seconds
 - Look for areas to improve

Top Communication Tips to Help You Master Your Elevator Speech

- ✓ No matter how you refine it, make sure it's about 30 seconds
- ✓ Create different variations for certain people
- ✓ Design it to transition into a follow-up

Build Your Engaging Presentation

- ✓ Some presentations are objective and factual while others are designed to encourage action
- ✓ If you are selling or supporting an idea you need elements of persuasion, but not all presentations are about selling
- ✓ You may simply hope to encourage the audience to consider your P.O.V.
- ✓ TED Talks are a good example
- ✓ They're often about sharing a certain perspective
- ✓ You're positioning yourself as an expert or thought leader in your field
- ✓ You need to know your audience to be persuasive
- ✓ Ask certain questions to reveal their mindset
 - What problems do they face?
 - What motivates them?

- What are their beliefs and ideas?
- How can you connect with them?
- ✓ You also need to know their objections and obstacles
- ✓ Anticipate your audience rejecting ideas
- ✓ Understand the objections in your audience's mind so you can address them
- ✓ Demonstrate your knowledge about them to establish expertise
- ✓ Use a story to engage, entertain, and connect with your audience
- ✓ Don't avoid facts altogether, but keep it to minimum to keep things interesting

How to Build an Engaging Presentation

- ✓ Start with Goals
 - Identify a main goal for your presentation
 - Frame it as it is, rather than an actual action
- ✓ Outline Main Points
 - Start with the thesis or main idea
 - Then list three or more points to back this up
 - Create a paragraph for each idea and explain it
- ✓ Build a Strong Introduction
 - The introduction sets the tone of the entire presentation
 - Grab attention
 - Connect
 - Establish credentials
 - Explain the goal
- ✓ Conclusion
 - Remind the audience of what you've told them
 - Summarize the main points
 - Contain a call to action

Preparing Your Presentation's Slides

- ✓ The software doesn't matter, as long as it's simple
- ✓ Plan your presentation on paper first
- ✓ Keep text sparse on slides and only present key points with visuals where possible

Tips for Building Slides

- ✓ Use one slide per minute
- ✓ Avoid fonts that are hard to read
- ✓ Keep text short and use bullet points
- ✓ Use images and videos
- ✓ Use charts and graphs
- ✓ Use a subtle background that won't distract
- ✓ Always have a back-up plan in case

Create Your Persuasive Sales Presentation

- ✓ A good sales presentation can help you to earn more money directly
- ✓ Get your message to many people and communicate unique value
- ✓ The following best practices also apply to presentation meetings

Knowing Your Audience

- ✓ Deliver key messages that will speak to the needs of the buyer
- ✓ Customize your message to appeal to them
- ✓ Spend some time with prospects and ask questions to get to know them
- ✓ You also need to know your competitors well
- ✓ Research other companies and know your industry
- ✓ Learn about other companies through their materials

The Right Attendees

- ✓ The right attendee for your sales presentation is a decision maker and a prospect
- ✓ You don't want to deliver your presentation to someone without the power to buy
- ✓ Explicitly ask that the right person is present

Focus on Solving Problems

- ✓ Your sales pitch should provide specific solutions to problems you know they're struggling with
- ✓ Show them how your product or service will solve the issue
- ✓ Be as specific as possible

Prepare for Objections

- ✓ There's nothing worse than being thrown off-guard
- ✓ Make a list of questions or concerns you may hear
- ✓ Actual questions or concerns already voiced are even better
- ✓ The four main types of objections are:
 - Budget
 - Counteract budget concerns by proving ROI
 - Authority
 - Make sure the right person is listening to ensure authority to purchase
 - Need
 - Ask questions, cite data and drive home specific benefits
 - Time
 - Point out how an increase in sales is always welcome and specific seasonal benefits
- ✓ Prepare responses and rehearse them
- ✓ If you waver you may plant a seed of doubt

Strategies for Handling Objections

- ✓ Don't argue if a prospect says that they aren't interested
- ✓ Tell them you understand how they feel
- ✓ Never interrupt objectives, listen and ask for more information
- ✓ Ask for clarity and offer choices
- ✓ Get the detailed information you need to make an offering
- ✓ You might need to compromise to make a sale win/win

Use Stories

- ✓ Use stories again to convince them of credibility and efficacy
- ✓ Leverage the power of case studies and reference past clients
- ✓ Offer data and specific results

Listening

- ✓ The best sales presentations are back-and-forth
- ✓ Try to listen 70% of the time and speak 30% of the time
- ✓ Listen to gather information to modify your message based on needs
- ✓ Confirm your understanding of situation
- ✓ Show that your taking the time to listen and meet their needs
- ✓ Look for opportunities to ask for more information

Pauses

- ✓ Pauses will happen
- ✓ Learn to be comfortable with them
- ✓ It means a prospect is thinking about what you've said

Touching a Nerve

- ✓ Most people will have a main problem that's causing them the most problems
- ✓ If you can find and address it your chances of making a sale go up
- ✓ The main issue is often an emotional need

Call to Action

- ✓ Continue to drive conversation with clear steps
- ✓ Never wait for the client to make the call to action
- ✓ You need to plan to have a clear call to action for the next steps

Closing

- ✓ Don't forget to ask to close the sale
- ✓ Some people forget and struggle with this as it feels unnatural
- ✓ Come up with a method that works for you

Notes

- ✓ Take notes during the presentation
- ✓ Keep track of important information
- ✓ Show prospects that you care about what they are saying

Planning Your Sales Presentation

- ✓ A sales presentation includes:
 - Introduction
 - Back and forth dialogue to build rapport
 - Business Topic
 - The main part of the presentation that shows the client how you can solve their problem
 - Questions
 - Plan time to ask question that you have both scripted and made up after more information
 - Summary
 - Summarize the key points you consider to be the most important to your prospect
 - Call to Action
 - Have a clear CTA to help close the sale, or move closer towards it

Conclusion and Next Steps

- ✓ Communication can take your business to the next level
- ✓ Practice is the key ingredient to a successful presentation
- ✓ Few are excellent speakers naturally

- ✓ Book some sales calls with prospects and look for venues for your presentation
- ✓ Look for other opportunities in everyday life where you can practice your elevator pitch
- ✓ Get out and start sharing with the world what you have to offer