



EFFECTIVE PRESENTATION SKILLS

Sales Management Team
Month 11, 2023



DEFINITION

A presentation is a means of communication

which can be adapted to various speaking

situations, such as talking to a group,

addressing a meeting or briefing a team.



PRESENTATION SKILLS



Following are the steps include in preparing effective presentation:

- 1) Plan**
- 2) Prepare**
- 3) Practice**
- 4) Present**

PLANNING



PLANNING

Planning usually include following questions:

Who is your audience?

Why are they there?

What is your goal?

How long will it be?

Where will it take place?



PREPARE



PREPARE

Following points must keep in mind while preparing:

- ✓ Structure
- ✓ Visual aids
- ✓ Voice
- ✓ Appearance
- ✓ Style
- ✓ Questions

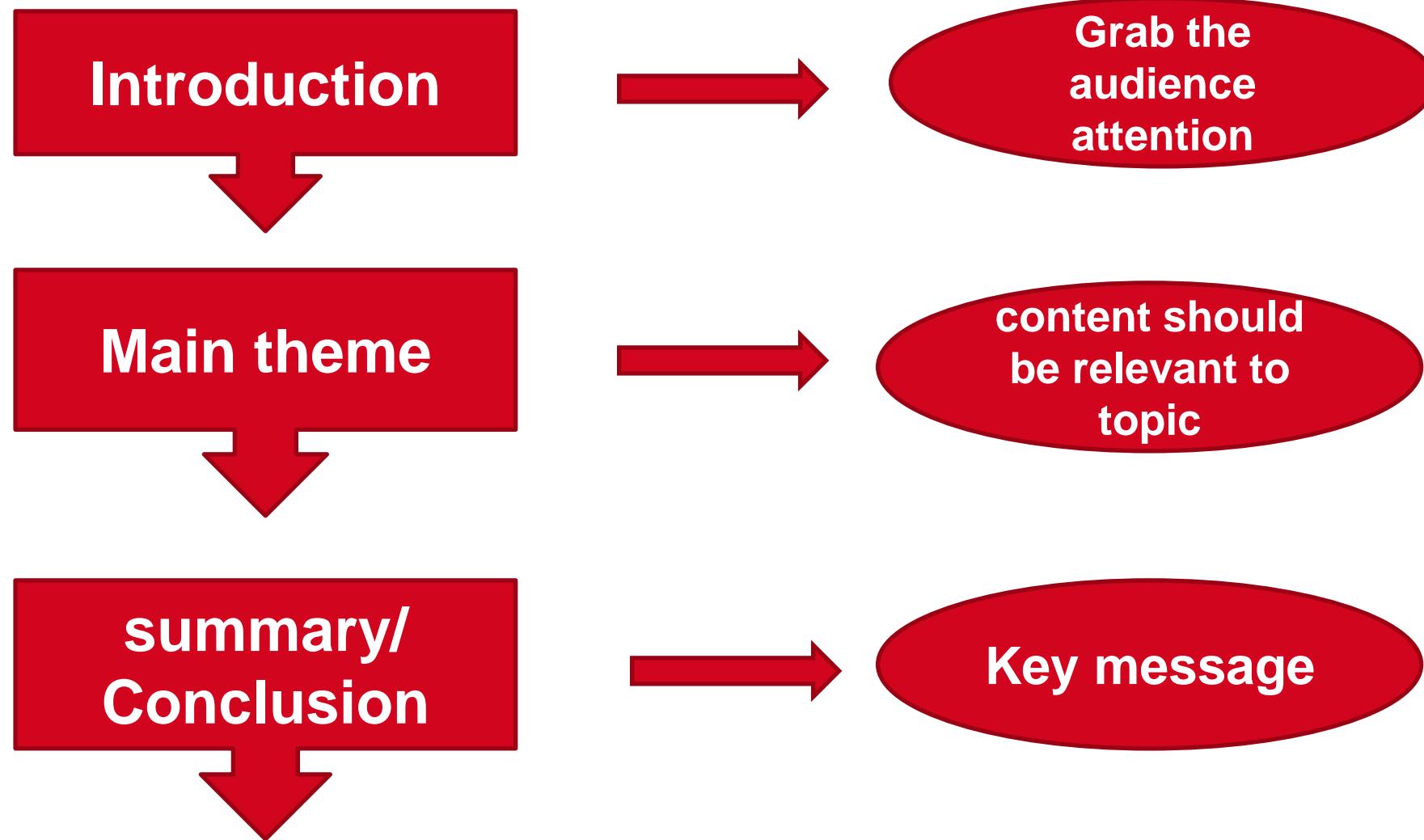


STRUCTURE

Write your presentation in this order:

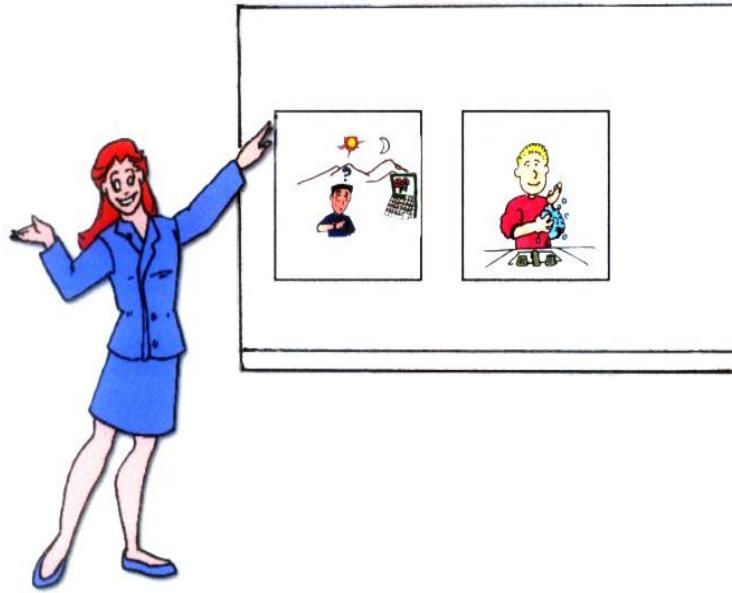
- ✓ **Objective**
- ✓ **Beginning or introduction**
- ✓ **Main content**
- ✓ **Summary, conclusion and recommendations**
- ✓ **Questions**





VISUAL AIDS

- ✓ Use simple fonts, colors and graphs.
- ✓ Use images and clipart.
- ✓ 3 to 7 bullets per slide.
- ✓ Don't over crowd your slides, it will not look professional.
- ✓ New or different visual aids
- ✓ wake people up.



VOICE

- ✓ Louder and clear than your normal pitch.
- ✓ Vary pitch and volume.
- ✓ Over emphasis

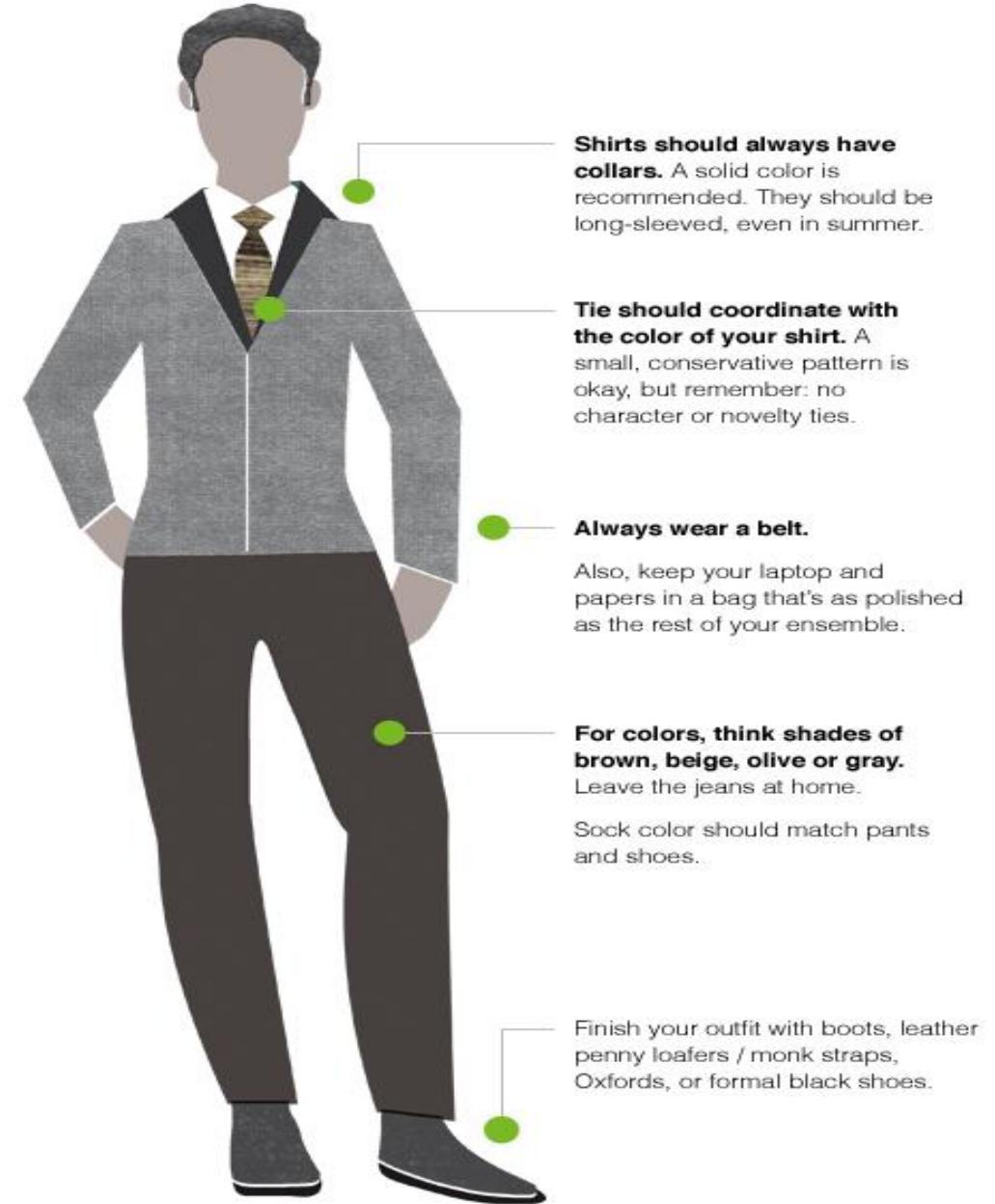


APPEARANCE

- ✓ **Dark colors read as businesslike.**
- ✓ **Wear comfortable shoes to weight your feet evenly.**
- ✓ **Allow yourself to move a bit.**
- ✓ **Look confident.**



PROFESSIONAL DRESS CODE



STYLE

- ✓ You already have a style don't try to copy others.
- ✓ Use words and sentences you use in normal days.
- ✓ Be yourself.

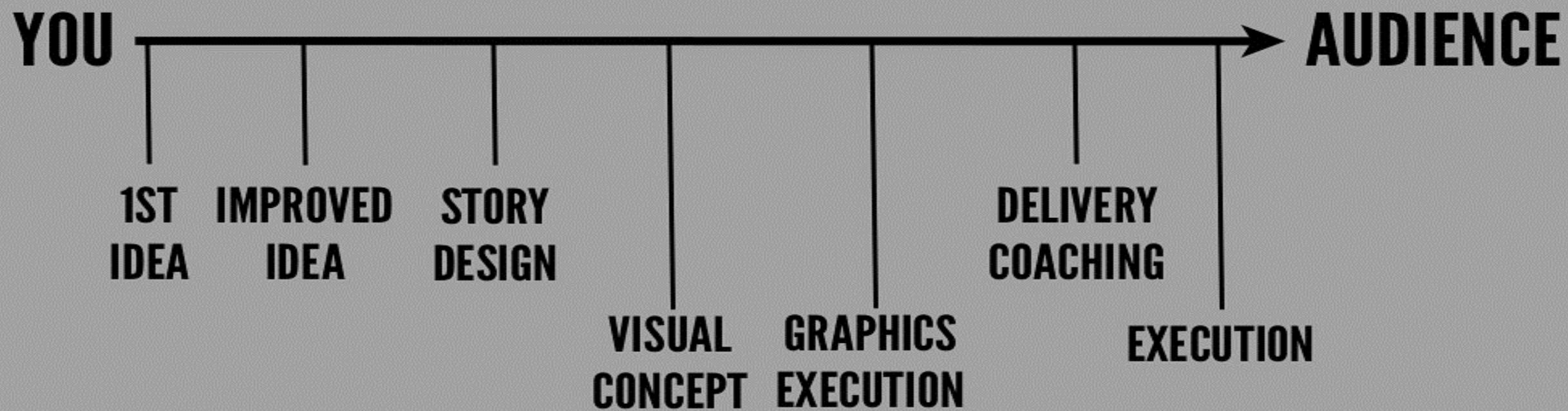


QUESTIONS

Sketch an idea that what kind of questions audience may ask.



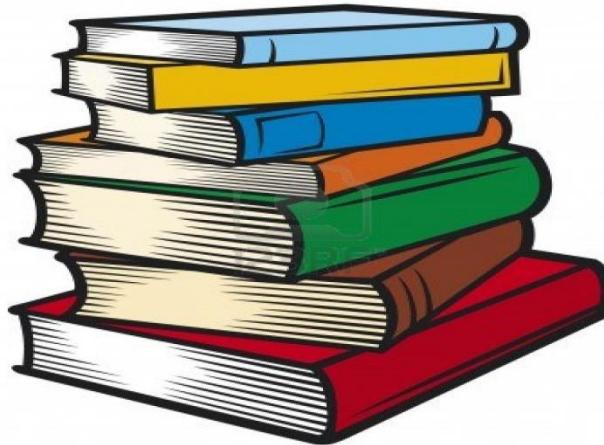
The **PREPARATION** *phase*



PREPARATION MATERIAL

You can use following items to make the content of your presentation:

- ✓ Handouts
- ✓ Personal notes
- ✓ Internet
- ✓ Visual aids



PRACTICE



PRACTICE

- ✓ Rehearse all points what you prepare.
- ✓ Rehearse with all visual aids and handouts.
- ✓ Practice again and again to manage time.
- ✓ Rehearse in front of mirror or a friend.



PRESENT



PRESENT

- ✓ **Make a strong start.**
- ✓ **Engage the audience in first 2-3 minutes.**
- ✓ **Show your passion through your movements and gestures.**
- ✓ **Make an eye contact.**
- ✓ **Don't forget to smile as well, unless your topic is very grim.**





Text
7%

Visual
55%

Vocal
38%

FLAWS IN PRESENTATION



DON'T

- ✓ **Lack of experience.**
- ✓ **Lack of enthusiasm.**
- ✓ **Lack of practice.**
- ✓ **Lack of related material.**
- ✓ **Lack of confidence.**
- ✓ **Hesitation.**
- ✓ **Ambiguity in the results that you want to conclude.**



FACTORS FOR SUCCESSFUL PRESENTATION



DO

- ✓ **Be over prepared.**
- ✓ **Rehearse and practice.**
- ✓ **Grip on your topic.**
- ✓ **Know your subject.**
- ✓ **Be positive.**
- ✓ **Avoid stress.**



CONCLUSION

- ✓ Always be prepared
- ✓ Channelize your fear
- ✓ Interact with your audience



THANK YOU

