



EFFECTIVE PRESENTATION SKILLS

Sales Management Team
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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

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Following points must keep in mind while preparing:

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

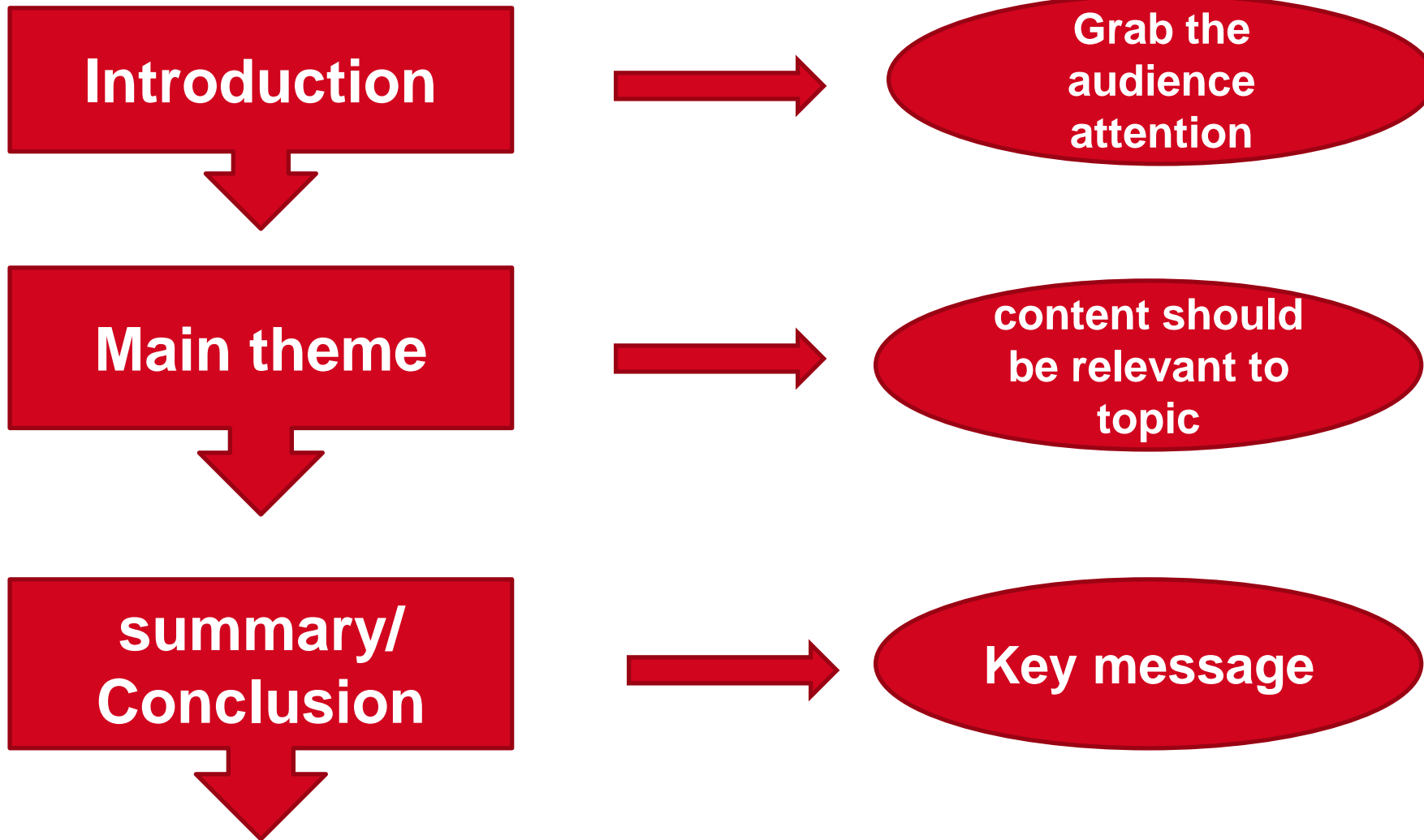


STRUCTURE

Write your presentation in this order:

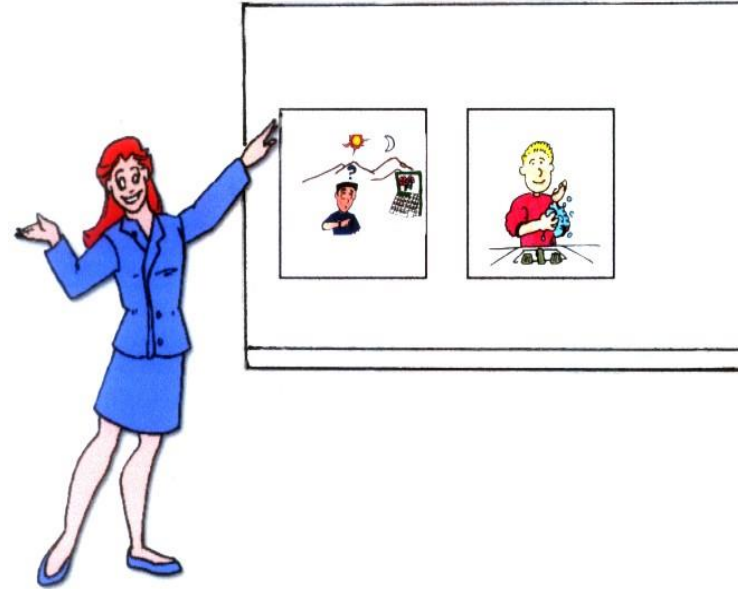
- ✓ **Objective**
- ✓ **Beginning or introduction**
- ✓ **Main content**
- ✓ **Summary, conclusion and recommendations**
- ✓ **Questions**





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**

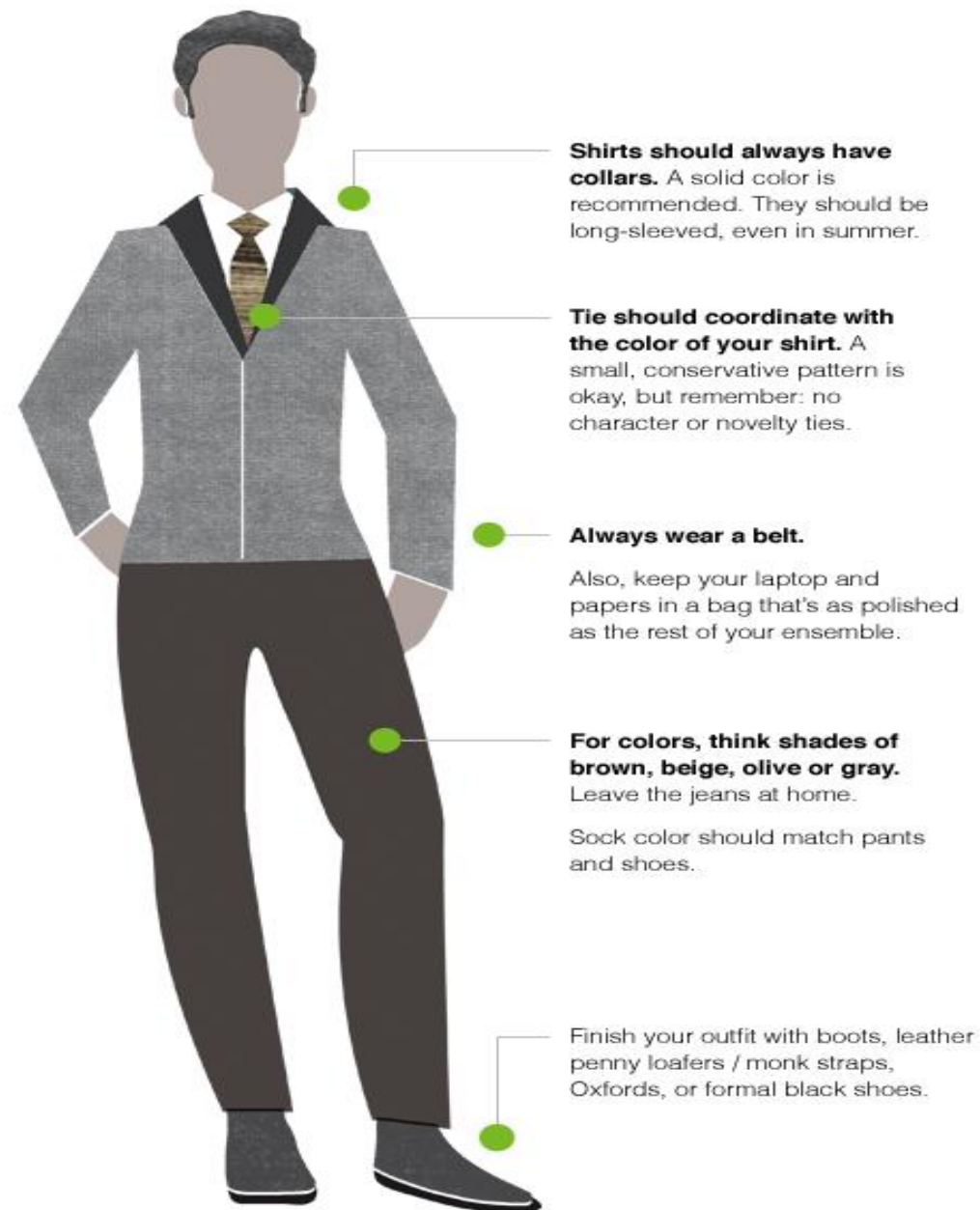


APPEARANCE

- ✓ **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.**

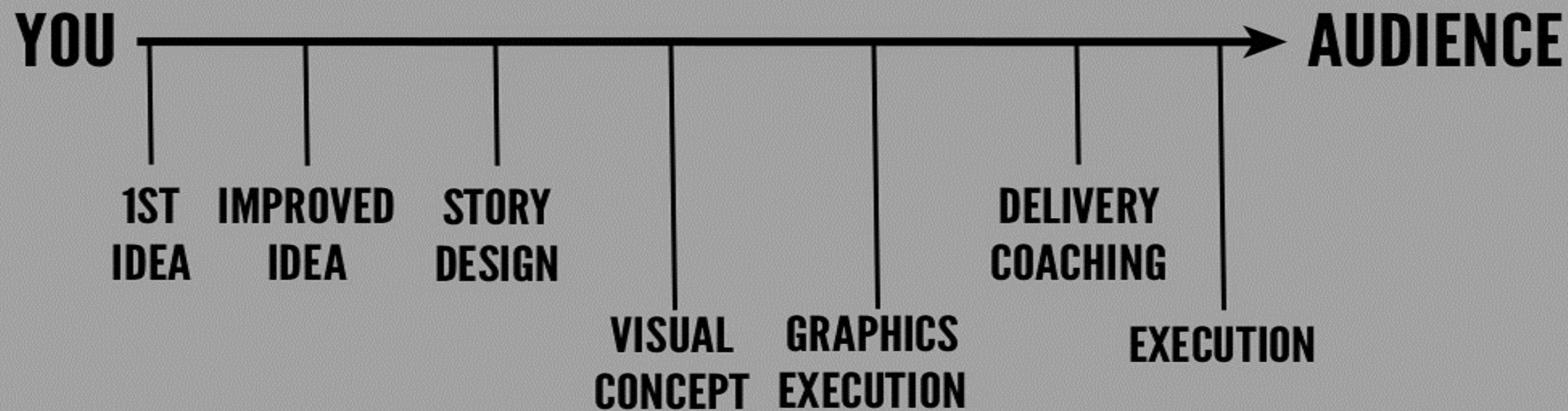


QUESTIONS

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



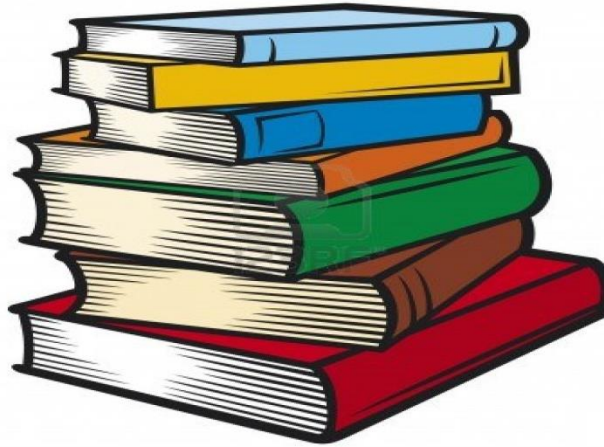
The **PREPARATION** *phase*



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

