



Trudy Belanco

Question

How can I increase my comfort level and deliver a powerful presentation when communicating the value of my product/service to my clients or investors?

Answer

Have a strong opening: Provide a brief introduction of yourself that qualifies you to speak as the expert on your subject. Breathe deeply, speak

slowly, hold a pen, or initially place your hand on the podium if this steady's you—but do not fidget. The first few minutes are critical and will set the tone for the presentation.

Introduce your Subject: Consider opening with a “thought-provoking question”—this engages the audience immediately. Make sure you know and understand your topic inside and out.

Establish Rapport with Your Audience: Look each person in the eye at some point during the presentation; smile and people naturally smile back. Be relatable—understand a bit about your audience and give an example of one of your experiences that you think they could relate to.

Avoid Information Overload: If you are delivering a power point presentation, limit your number of slides—10 is the optimal number of slides. You will start to lose people's attention if you overload them with either too many slides or too much information on one slide. Remember that your slides are an accessory NOT the main attraction—you are the main attraction.

Rehearse: Practice makes perfect and builds confidence. If you are new to the presentation stage, consider practicing your presentation in front of a co-worker, friend or family member. They can provide you with valuable feedback on your material, as well as your ability to hold their interest. You can then adjust your presentation accordingly.

Arrive Early for the Presentation: Make sure that you arrive early especially if you are not sure where you are going. Allow yourself time to test the equipment, get organized and get comfortable in your setting. Read this one again.

It is vital to the success of any small business to be able to deliver a presentation that keeps the participants involved, attentive and motivated to buy at its conclusion. **IV.**

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