

PRESENTATIONS

Presentation Skills

Sales Leader Roadshow 2009



OBJECTIVES

- To introduce presentation techniques
- To share experiences of presenting
- To increase confidence levels



WHO WOULD YOU SAY IS A 'GOOD PRESENTER'

Avon or Other
and Why ?



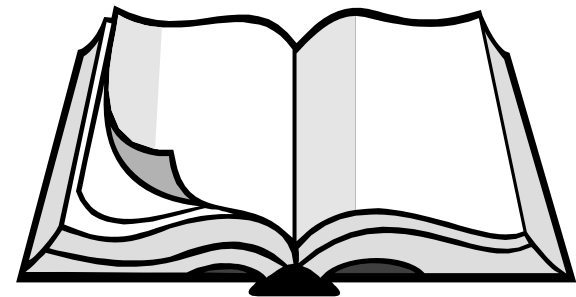
Your Experience

- Who has already presented?
- What was the format?
- How do you think it went?
- What would you like to improve?



A PRESENTATION IS JUST LIKE A STORY

- BEGINNING - Welcome
Introduction
Objectives
- MIDDLE - Main body of message
The info. bit
- END - Summary of message
Conclusions
Close
Q & A



THE OLD MAXIM TO REMEMBER

Tell them what you're going to tell them

Tell them

Tell them what you've told them



TIMING

- Write it
- Edit, edit, edit
- Rehearse it



VOICE

PROJECTION

Speak louder than usual

Throw voice to back of room

ARTICULATION

Don't swallow words or fade out

MODULATION

Vary tone, pitch and volume

Dramatic effect

PRONUNCIATION

Check difficult words

SPEED

Use to manipulate

Cause excitement

Emphasise

Dramatise



NERVES

'The day I lose my stage fright is the day I stop acting'
Sir Lawrence Olivier

Planning and
preparation

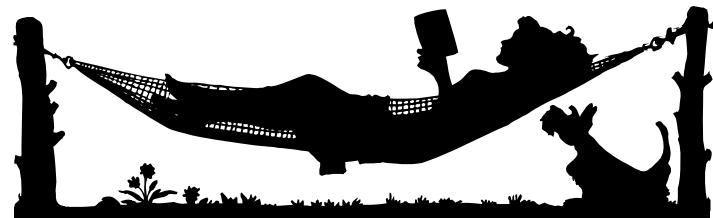
Adequate rehearsal

Dress to disguise



CONTROL ANXIETY

- Breathe from diaphragm
Exhale slowly
Relax shoulders
3 Deep breaths
- Stretch facial muscles - say alphabet
- Arms to sides - lift up and shake
Shake each leg for 30 seconds
- Close your eyes
Relax



DRESS

- ✓ Appropriate
- ✓ Boring is better
- ✓ Comfortable
- ✓ Avoid brand new
- ✓ Check zips, buttons



PLATFORM SKILLS

- Eyes off notes - rehearse
- Only read quotations
- Be nervous - you should
- Exaggerate verbal and body language
- Perform - don't act
- Pause often
- Be Enthusiastic



CHAIRMANSHIP

- Eye contact
- Controlling interruptions
- Involving the audience
- Reward/Acknowledge people's ideas
- Use their words when charting
- Control timing with open or closed questions



DISTRACTIONS

Loose change in pockets

Verbal tics

Hugging/holding/leaning on furniture/comfort blanket

Body language/arms crossed

Fast pacing

Playing with hair/clothes etc.

Audience talking

Pens



CHALLENGES

The heckler

The talker/know-all

The griper

Whisperers

The silent one

Difficult questions



PRACTICE

Focus on speaking technique

- Enthusiasm
- Conviction
- Positive words
- Proper pronunciation
- Rhythm
- Tone
- Pauses

Non-verbal signals

- Smile
- Eye contact
- Posture
- Gestures
- Facial expression
- Positive attitude
- Passion



FINALLY ...

PREPARATION

PURPOSE

PRESENCE

PASSION

PERSONALITY

PRACTICE

YOU CAN DO IT

