

TIPS ON MAKING BUSINESS PRESENTATIONS

Many people have said “I would rather die than stand up in front of an audience to make a presentation”.

The main aim of every business presentation is to persuade your audience to buy into whatever your presentation is about and grabbing their attention right at the start is vital to getting them interested in what you are going to say!

As you have probably heard before “You never get a second chance to make a first impression”.

Here are some tips that might prove useful:

1. Know where you want to take your audience and gear your presentation to them
2. Assess what your audience already knows
3. Tell them what you are going to tell them, tell it and tell them what you told them
4. Make sure your presentation has a purpose
5. Keep it interesting and simple
6. Make it easy for your audience to follow
7. Stress your unique points and proof of your concept
8. Involve your audience by asking questions and using names
9. Make your presentation flow
10. Try not to read from notes
11. Don't overload presentation slides
12. Make sure you have the equipment you need and back up in case it fails

Steve Sarva