

Some Diagnostics for You

Targeting the Audience

What is the message you are to convey, the objective to be met?

Describe the audience:

- Who are they?
- How many will attend?
- How much time is available?
- What is their level of knowledge of the topic?
- What is the relevance of your message to them?
- What potential problems might arise in understanding?
- How will you prevent and/or overcome those problems?
- What are the key stories, examples, and visuals to employ?

Opening Options

What is the primary intent or objective?

Choose effective techniques to gain early interest:

- True story (We once sold products in Alaska . . .)
- Humor (I am probably the oldest living product manager . . .)
- Relevant statistics or facts (There are more baby boomers than . . .)
- Audience involvement (Does anyone have experience with ...)
- Examples (Gillette tried to give away the razors because . . .)

- Demonstration (Here's how you pack this briefcase . . .)
- Visual aids (This slide shows your competition . . .)
- Personal experience (The worst sale I ever made . . .)
- Challenge or question (Can this profession survive . . .)
- Unusual point of view (Coaching can be disastrous . . .)

{B}Building Interest

1. Eye Contact

- hold for 3–5 seconds
- begin with "friendlies"
- don't threaten
- reach everyone you can

2. Voice

- alternate volume
- use dramatic pauses
- alternate inflection
- keep a moderate pace overall
- speed up or slow down for emphasis
- accept silences and don't fill with chatter or sounds

3. Nonverbal Behavior

- move around
- use your hands for emphasis
- don't hold notes

- avoid nervous habits and repetitive gestures
- use positive facial expressions—smile

4. Other factors a get proper rest

- eat reasonably prior to presenting
- get some exercise
- wear comfortable clothing which you've rehearsed in
- be conversant but not choreographed

Influential Phrasing

Uncertain Phrases

Influential Phrases

I think we should

We will

What I would like to propose

I propose

We might be able to if

We can do this if

Is it possible to hear your ideas

Let's hear your ideas

Can we discuss

Let's discuss

I would really like to try to

I want to

It might be a good idea to

It's a good idea to

I'll try to explain how

Here's how

I would like to try to answer questions

What questions do you have

You may want to consider

You should consider

We really should try to improve

We must improve

Is there anyone who knows

Who knows

I would like to try to summarize now

In summary

Is it possible to get your attention

Let me have your attention please

I will try to answer that

Here's the answer

Handling Errors

Three Steps

1. Acknowledge immediately.

Avoid continuing as if nothing happened.

Avoid failing to correct the error.

Avoid interpreting laughter as a personal comment on you.

Use humor if appropriate and comfortable.

2. Check the accuracy.

Test for understanding after correcting.

Ask if there are any questions.

3. Continue.

Don't linger over the error.

Don't apologize excessively.

Regain the continuity of your presentation.

Selecting Visual Aids

Requirement

Easel Overhead Slides Video Computer

dim lights

stop at key points

utilize remotely

easy backup for malfunction

spontaneous

response to questions

immediately correct errors

focus on speaker

large groups

sophisticated graphics

expense level

low

low

moderate

high moderate

Examples assume multiple screens or projection for video and laptop computer-generated graphics.