

8 steps to professional presentation

Step 01: Introduction

Step 02: Beginning presentation

Step 03: Inviting the audience to think along

Step 04: Sequencing and connecting

Step 05: Compare and contrast

Step 06: Citing fact and evidence

Step 07: Emphasize key points

Step 08: Conclusion

Step 01: Introduction

Greeting

- “How is everyone doing here today? “

Introducing your self

- “ Let me just start introducing myself. As most of you already know I’m Kevin Spacey from Marketing Department. “
- “I’m in charge of advertising our new line of deodorants. “

State purpose of the presentation

- “ In this presentation, I’m going to brief you on the advertising strategies of our competitors.”
- “The purpose of this presentation is to suggest some advertising strategies to boost up the sales of our new line of deodorants.”

Step 02 Beginning presentation

Partitioning the presentation

- “Just like most great classical concerts, there are three parts in my presentation. There are main points I’ll talk about regarding effective communication in a term: first, the need to understand what’s being said by the team leader and coworkers; second, the need to understand how people behave; the third, how you should be responsible for what you said.”

Step 03: Inviting the audience to think along.

Asking interesting question

- “How many of you here agree with me that the Internet can be fatal to children?”

State the benefits that the audients will get from this talk

- “This presentation introduces you to the risks behind Internet usage for children. “

Inviting the audience to think along

- “Did you know that more than 40% of children under the age of 15 have been exposed to pornographic sites? It surely is striking. What can we do to protect our children from these harmful websites? “

Step 04 Sequencing and connecting

- “The first point I’d like to bring up is that offering a trial size or sample products can increase the total sales of new products. We need to attract as many potential customers as possible in order to increase sales of new products, of course. Based on some market researches, our team concluded that offering a trial size or sample products was the most effective strategy to get immediate reaction from our potential customers.”

Step 05: Compare and contrast

restate the main point

- “We now have our own herb farm and laboratory for research and development. **In other words, we’d like to maintain our natural anti-aging product line by developing healthy, natural ingredients with our product identity.** “

Compare and contrast

“Actually, other competitors of ours have yet to come up with organic anti-aging cosmetic products. If I rephrase what I just said, it is our responsibility to satisfy our customers with quality, organic, and environmentally friendly cosmetic products.”

Step 06 citing fact and evidence

Using extra material

- “As you can see from this **bar graph**, net income amounted to \$264 million in the third quarter of this year. “

Emphasize the increasing and decreasing and value

- “**This was an increase** in \$65 million, or 33 percent compared to the equivalent quarter last year. The return on allocated capital stands at over 21 percent. So far we recorded a **net gain of \$300** million. This result reflects strong net revenue growth and tightly managed costs.”

Step 07: Emphasize key points

Emphasize key points

- “What I’d like to emphasize is that the purpose of Spinnake Consulting’s marketing program is to make Spinnaker the market leader in selling consulting services to the world’s major boat manufacturers and boating suppliers.”

Referring and giving example

- “Based on some recent market research we came up with strategy we should use to achieve this status. We ought to position Spinnaker as the industry expert in helping clients accelerate manufacturing operations. Above all, we should improve sales processes and boost product profitability. “

Step 08 conclusion

Finishing statement

- “So that concludes our presentation.”

Answering questions

- “Does anyone have any questions? None? Okay, good. That’s it for my part of the training program.”

Express gratitude

- “ I want to thank you your attendance today and wish you the best of luck in your future careers here at LG Philips. For this, I’m going to turn you over to our qualified Six Sigma coach from the Hong Kong office, Mr. Larry Lee.”