

Presenter University



The Exceptional Presenter

- The Art of Presenting
- What Makes an Exceptional Presenter
- Why People are Such Bad Presenters
- How to Own the Room
- How to Make Your Presentations Count
- Rate Yourself as a Presenter
- Simple, Compelling, Thematic and Transferable

The Three Rules

- Rule 1: Tell the Truth
- Rule 2: Tell it With a Story
- Rule 3: Tell the Story With Pictures

The Communication Process / How Everyone Can Make Extraordinary Presentations

- Why We Present
- Writing vs. Speaking
- Types of Presentations
 - Keynote
 - Seminar / Workshop
 - Panel Discussion
 - Report
 - Sales Pitch
 - Plan Presentation
 - Motivational or Inspirational Speech
 - Webinars / Audio Conference / Video Conference
- Why Good Presentation Skills Are Critical
- Telephone Presentations
- Classic Presentations
 - Persuasive Presentations
 - Monroe's Motivated Sequence
 - One-sided vs. Two-Sided Messages
 - Dramatic or Emotional Appeals
 - Fear Appeals
 - Messages of Hope – Mr. Obama's Wild Ride

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Getting Prepared

- Topic
- Title
- Understanding Your Audience
- Size of Audience
- Time
- Preparing the Environment
- Location
- Room Set Up
- Equipment
- When the Presenter Should Arrive – The 60/20 Rule
- Your Staff – Roles and Responsibilities

Practice Practice Practice

- Rehearsal Fallacies
- Methods of Rehearsal

Structuring Your Story

- Organization
 - The Power of Three
 - The Five Components of Any Presentation
 - Core Message
 - Subpoints
 - Rhetorical Devices
- The Pitch
- Talk Less – Say More
- How to Tell Them What You Are Going to Tell Them
- Attention Grabbing Openings
- Laying the Foundation
- The Drama
- Putting it All Together

Your First Presentation

- How to Introduce Someone
- How to Get Introduced
- Your Speaker Bio
- The Donald Would Be Proud
- Preparing Your 2-Minute Benefits Statement

Non-verbal Communication

- Speaker Credibility
- Body Language
- Presentation Positions
- Fear of Speaking
- Handling the Pressure
- Fidgety Hands
- Handling Nervousness
- Eye Contact
- Wardrobe

Delivering Your Message

- Speaking Style
- The Dynamics of Voice
 - Volume
 - Inflection
- Pacing / Tempo
- Passion
- Visual Aids
- Lectern Use
- How to Walk the Pit
- How to Handle Blunders
- Use of Hyperbole
- Verbal Graffiti
- Introductions and Conclusions
- Use of Humor – Jokesters Beware!
- How to Exit When All is Lost

Participants' Presentations

Audience Interaction

- Working the Room
- Be Aware of the “Condescenders”
- Signs of Audience Attentiveness
- Signs of Audience Boredom or Discontent
- Analyzing Your Audience

When Good Presentations Go Bad

- Technical Issues
- Weather
- Traffic
- Location Issues
- Dealing With Staff Issues
- Heckler
- The Competition is in the Audience

Participants' Presentations

The Power of Great Storytelling

One-On-One Interviews

- How They Differ
- Using Sales Books
- Use of Articles
- Questions That Great Financial Advisors Ask
- The Table Bay Sales Process and Structured Interview

Handling Objections

Focus Group Presentations

Q&A Sessions

- How to Get One Started
- Tips for Handling Questions
- Handling Hostility

Workshop Presentations

Final Participant Presentations

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