



Make presentations about your business

You may need to make presentations to win work, sell your products or services, get funding or support, promote your business or promote changes and new strategies to staff or board members. Making successful presentations is important as it may help to boost your sales, bring more investment to your business or to take your business in a new direction.

This involves making sure that you:

1. identify the requirements of your target audience for the presentation
2. prepare a presentation in an appropriate format to suit the specific audience
3. communicate proposals, quotations or other relevant information to the intended audience in an effective way

What you need to do

- identify the requirements of your target audience for information
- identify the main purpose of your presentation for your business
- agree with the intended audience how and when to make the presentation
- make the presentation in a manner that helps the intended audience to understand its content and promotes your business, its products or services
- provide the audience with opportunities to ask questions and seek clarification on all aspects of the presentation
- make sure any objections raised are properly recognised and responded to in a friendly, logical and professional way
- make sure you stay within the limits of your personal authority and what your business can deliver
- find ways to encourage your audience to agree with, approve or accept what you are proposing
- make sure that any oral agreements are clearly understood by all the parties and followed up in writing



What you need to know and understand

Making presentations

- the purpose of your presentation. (For example selling products or services, seeking a loan or grant or making recommendations to your board of directors or partners.)
- the key differences when making presentations in different contexts. (For example formal or informal, face-to-face or in writing, group or individual, large or small groups)
- how to identify and clarify the information about your business required by different audiences. (For example extracts from business plans or details about the products or services.)
- how to identify the right format for making a presentation. (For example written proposals, power point presentation, informal talk or a mixture of formats.)
- what is expected by your audience when making presentations in specific cases. (For example preparing proposals or quotations in the house style or using other conventions recognised in business.)
- how to establish rapport with your audience
- the techniques that can be used to influence people
- how to deal with points of clarification about your presentation
- how to respond constructively to any objections or criticisms about your presentation and maintain rapport with your audience

Products and services

- the features and benefits of the products or services of your business



Negotiation

- what your business can deliver
- the terms and conditions that you would be prepared to accept. (For example knowing which products or services can be offered, and any discounts for bulk orders or special offers you can agree or knowing how much finance you need and what you can afford to pay for it.)

Yourself

- how to identify the limits of your authority to make decisions on behalf of your business without reference to others such as partners and other stakeholders

