



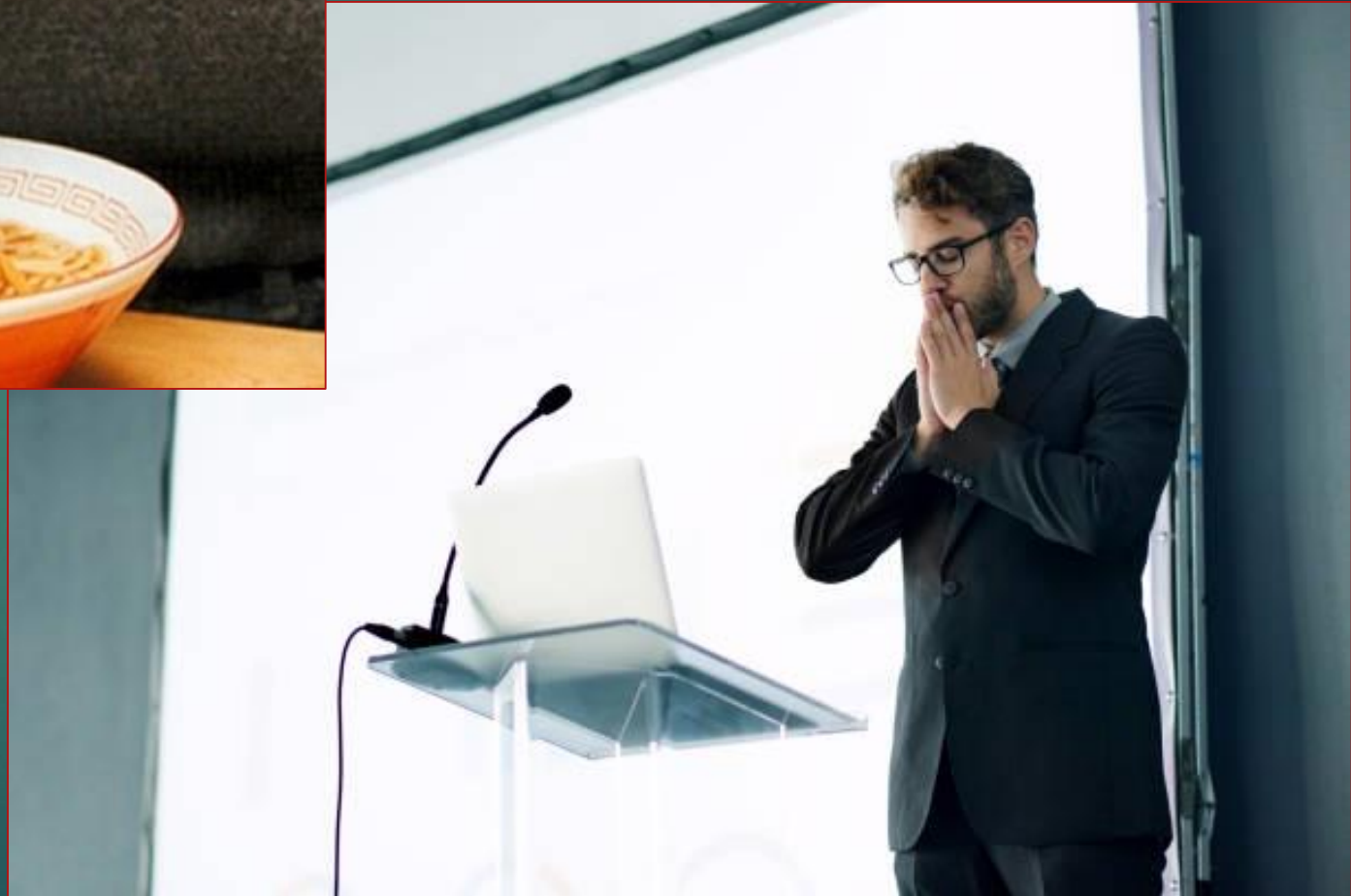
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# Presentations: Overcoming 4 Main Challenges



**Fantastic new  
concept/product/  
technological advance**

**Sell the idea  
Sell your company  
Sell your passion  
Sell your brand**







# Challenges to presenters

1. Organization: What do I include/exclude?
2. Language: What words should I use?
3. Delivery: How do I say it best?
4. Visual Aids: What supports my message best?



# 1) Organization: YOU are in control of content

## 1. What should you include?

1. Greeting, introduction of topic, outline of main parts.
2. The story behind the product/technology/concept.

1. What is it? (Description and features)

2. When did you develop it?

3. Why do we need it? (benefits)

4. Where do we use it?

3. The conclusion.

1. The climax of your information; everything builds up to this

2. Restate the slogan or core value of the concept



# 1.1) Example: Greet, introduce, outline

- ▶ Good afternoon ladies and gentlemen, I'm Chris Schorr, Coordinator of the English Language Program at ITI Kaohsiung.
- ▶ This afternoon I'd like to give you an overview of the major challenges that businesspeople face when giving sales presentations.
- ▶ I'll be covering 4 categories of challenges, and give some advice on how to deal with these.



- ▶ (Advice: you don't need to use every sentence your presentation teacher gave you);
- ▶ You're a decision-maker; you can get to the point



## 2) Language challenges

- ▶ Signposting language: You **HAVE** to tell your audience what is coming next, or remind them of key information.
- ▶ Signal the next part
  - ▶ Next, I'll show you
  - ▶ In the next section, we'll look at
  - ▶ Now, let's look at...
- ▶ Conclude/finish the section
  - ▶ Use standard language: That covers our manufacturing process
  - ▶ Use a summarizing statement: So, you can clearly see our manufacturing strength.
- ▶ Emphasize key words in sentences:
  - ▶ We have a **GREAT** design team, and **FANTASTIC** technology partners.



## 2.1) Sentence structure

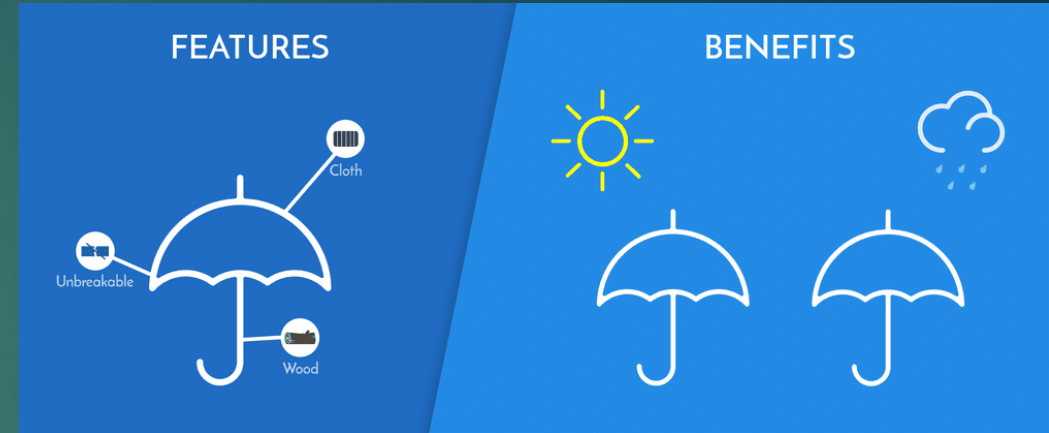
- ▶ Key information: Keep your sentences/ideas concise

- ▶ Easier to remember;
- ▶ Easier to choose stressed/key words

- ▶ Use 1-2 or 1-2-3 structure: feature-benefit

- ▶ With our chemical-free spray, it is safe to use on any surface (F-B)
- ▶ The process only takes 2 minutes, which means you can use it very quickly (F-B)
- ▶ We didn't just create a device, we also set up a product ecosystem, so users have an all-in-one experience (F-F-B)

- ▶ Conversational language (longer sentences): good for connecting with the audience, showing your comfort and confidence





## 2.2): Pronunciation advice

- ▶ Warm up: stretch your mouth,
- ▶ Words - words in phrases - phrases in thought groups.
  - ▶ You need to update the price; it takes time; it also costs money.
    - ▶ Update – update the price – you need to update the price
    - ▶ It takes – it takes time
    - ▶ Costs – costs money – it also costs money
- ▶ Pause after word groups; let your audience take in what you said
- ▶ Stress the key words
- ▶ Identify the important words: parts, materials, processes. Get it right.
- ▶ Rehearse, record yourself, focus on accuracy, build muscle memory



# 3) Delivery: Connect with your audience

- ▶ Know your audience: how technical should you be? Jargon can kill.
- ▶ Speak clearly (pronunciation) and concisely (sentence structure)
- ▶ Tell your audience about the benefits (1-2, feature-benefit structure)
- ▶ Use confident body language
- ▶ Use effective speech:
  - ▶ WE will help you.
  - ▶ We WILL help you.
  - ▶ We will HELP you.
  - ▶ We will help YOU.
- ▶ Impact techniques: many different ways to emphasize your language, make your point stronger.





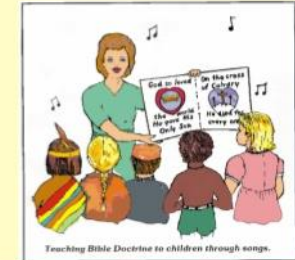
# 4) Visual Aids: Design advice

- ▶ Not too many different ideas on one slide
- ▶ Use big font, few words, contrasting color
- ▶ Simple graphics, not too complex
- ▶ Don't be cute; be focused (brand image)
- ▶ Don't ask audience to just "watch this video"

## Effective Use of Visual Aids

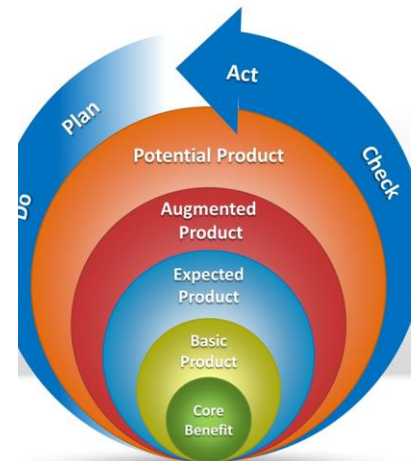
Children of the 21st century are part of a visual generation.

Video games, computers, internet and television are just some of the visual stimulation children experience every day of their lives. It is more likely that children will watch a movie than read a book.



Effective use of Visual Aids

## Market Research Template



### Sample subtitle

- This is a sample text.
- Insert your desired text here.
- This is a sample text.
- Insert your desired text here.

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- This is a sample text.
- Insert your desired text here.
- This is a sample text.
- Insert your desired text here.

## Our Agenda

- [Advanced Google search operators](#)
- [Using meta tags and robots.txt to control robots](#)
- [PageRank sculpting or "siloing" with nofollow links](#)
- [Common SEO architecture issues](#)
- [Redirecting and moving pages](#)
- [Duplicate content and canonicalization \(linking\) issues](#)
- [Digging into Google Webmaster Tools](#)
- [Grey / blackhat SEO techniques your competitors might be using](#)
- [Advanced link building techniques](#)



# Video example



## Problem:

- No description to tell the audience what they're seeing;
- No context

## Advice

- Narrate the video
- Tell the audience what to focus on

# Summary

1. Choose your content first
2. Choose your language
3. Best Visual Aids for your message
4. Practice this, over and over
5. Make small changes for “your voice”, but practice the correct language....
6. Internalize your message

**Data**

**Phrases and key  
vocabulary**

**Script**

**Key  
Expressions**

**Cue cards**