

10 Tips for Great Presentations

Many people don't like speaking to an audience, but it can be easier than you think. These tips will help you prepare the right content and get your points across in the best way. With a little experience – and the right materials – you'll find that every presentation can be a success.

**WOW YOUR
AUDIENCES, WIN
NEW CLIENTS, AND
CLOSE MORE SALES
WITH THESE EASY
PRESENTATION TIPS.**

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- 1. Set clear objectives.** Ask yourself why you're giving the presentation and what you want the audience to get out of it. Keep your objectives in mind as you prepare your presentation to help focus on a direction – and get the results you want.
- 2. Understand your audience's expectations.** Now that you know what YOU want your audience to get from the presentation, ask yourself what does YOUR AUDIENCE want to get. Your goal may be to make a sale, but unless they get something of value out of your presentation, it may fall on deaf ears. And if you don't know what they expect, don't be afraid to ask them.
- 3. How much does your audience know about the subject?** It's important your presentation be aimed at the right level as well as appeal to the audience's needs. A presentation to a CFO is very different from a presentation to a company's employees, a family, or a senior.
- 4. Don't use PowerPoint as a crutch.** Attractive graphics can go a long way, but if there's no meat in the sandwich, no one's going to bite!
- 5. Invest in some PowerPoint templates.** You can find hundreds of professional templates online that will give your presentations a professional, standardized look.
- 6. Practice at least three times before your presentation.** Very few people can just get up and wing it. Ask a friend, family member, or colleague to listen to a run-through and give you feedback.
- 7. Don't just read your slides.** If that's all you're going to do, you could just email them to your target. Use your slides as an outline of talking points that help you engage with your audience.
- 8. Keep it short and sweet.** One of the biggest presentation mistakes is to explain everything in excruciating detail, taxing your audience's patience. Aim for 15 minutes (you'll inevitably go longer).
- 9. Move around.** Don't be shy – people are there because they're interested in what you have to say. Get out and engage your prospects or clients in what you're saying. Remember, motion creates emotion so get out there and engage!
- 10. Be authoritative, sincere, and enthusiastic.** Remember, if you don't seem excited about your subject, how can you expect your audience to get excited?