Presentation Skills



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CLASS 4 – GREETING AND KNOWING THE AUDIENCE

Introductions.

Complete the introduction structure for your last presentation. Use the structure I have introduced in the video.

he Good afternoon everyone, my name is Jane, and be is my team member, Roy. Today Will introduce SDI Corporation, a leading brand in stationery and office supplies. First, I will give a brief history of SDI and its growth into a global brand. Then, I will discuss its key products, including cutters, staplers, and correction tapes, as well as its focus on quality and innovation. By the end of this presentation, you will gain a better understanding of how SDI has established itself as a trusted brand in the stationery industry and how it continues to expand in the global market. I encourage you to take notes and feel free to ask any questions at the end. Now let's get started.

Check.

-> qualify & yourself -> objective -> rules -> last sentence

Take a little time to greet your audience. Use this time to:

- Introduce your topic
- Get to know a few people then you have some friendly faces in your audience
- Let them know if there are handouts or other information
- Understand any questions or ideas they may have about your topic (this can help at question time)

Here is some basic sentences patterns to get you started

Introduction Sentences

- Good afternoon. My name is Jack Wang. I'm the sales manager for SDI's International division.
- Let me introduce myself. Here is my business card. That's my company there.
- I don't think we have been introduced yet. What do you do? Where are you currently working?
- I'm sorry; I don't remember you name... Could you tell me you name again?

DIAGNOSING YOUR AUDIENCE

Senior

Generalist	Key points Avoid specialist vocabulary Explain assumptions	Key points Ready with detail The A-B rule Check the facts	Specialist
	Avoid detail Explain common terms Why do they need the knowledge?	More detail Stories and examples Explain your experience Funny stories	

Junior

WHO IS YOUR AUDIENCE? FILL UP SOME KEY POINTS HERE.

Senior

What terms to explain? What ideas to explain? Any assumptions or complex ideas?

SDI Corporation, stationery industry, supply chain, product innovation.

Generalist

SDI's history and its evolution as a leading stationery brand. SDI's products are known for their

What detail do they need to know?

Product

What are key points? What is A and what is B?

segments sales

SDI is a top Taiwanese stationery brand with a strong presence in international markets.

Specialist

SDI's journey from a local

what experiences do you want to talk about? What good stories to share? Product or benefitt

Junior