# **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.

Good morning, my name is Elysium. Today, I am going to talk about Wowprime Corp. I am talking to you about this is because it is well-known throughout Taiwan. The objective of this presentation is to show how they successfully attract consumers. The presentation has four sections. At the end of the presentation you will have the opportunity to ask questions. Before the presentation starts, please make sure your cellphones are turned off or set to silent mode. Now, let's start our presentation.



Good start but

- where do rules fit in the order?
Do not forget team members introduction

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?  Jun	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?	What are key points? What is A and what is B?	
Concepts that Wowprime Corp's used.	Advantages of Wowprime Corp's success	
Generalist —	Specialist	
How does Wowprime Corp's business model differ from other groups?	The business model and competitive advantages of Wowprime Corp	
What detail do they need to know?	What experiences do you want to talk about? What good stories to share?	

### Junior

Do not forget to introduce products and services on offer  $$\mbox{\sc 4}$$