Presentation Skills

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Presentation Skills

Professor Stanworth Exercise

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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. and my team members are . . .

Good morning in name is Lora. I'm going to talk about the operation and marketing strategy of Net,. I'm talking about this because I often buy clothes and parts there, I want to know more about what's behind its products, and I also take this opportunity to share with your about Net. The objective

Presentation Skills Professor Stanworth Exercise of this presentation is to let everyone know why Net has become a brand that the public can afford and prefer in Taiwan. This presentation will last about 10 minutes, you can ask questions at the end. Before we begin, please remember to switch any mobile phones off. What are the next two sections in the 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)

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?

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Presentation Skills			Professor Stanworth Exercise		
DIAGNOSING	YOUR AUDIENCE				
Senior					
Generalist	Key points Avoid specialist vocabulary Explain assumptions	Key points Ready with detail The A-B rule Check the facts	Specialis	E	
		1	-		
	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?		What are key points? What is A and what i Let the audience know h	is B? now do		
Some common operation and marketing strategy.		Net market and make the choose them. A is marketing strategy. marketing channel	•	已設定格式	
Generalist		·	Specialis		
Net's marketing techniques.		<u>I used to buy clothes whe</u> were on sale.	<u>en they</u>		
What detail do they need to know?		What experiences do you talk about? What good stories to shar			

Generalists will' want to know what they offer Specialist and senior will want to know about finances