## **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 Tina. Today, my team members and I are going to talk about Wowprime Corp., which continuously writes new legends for Taiwan's catering industry. We are discussing this because we want to learn more about this well-known company. The objective of this presentation is to show how they successfully attract consumers. We will divide our presentation into four sections. After that you will have a few minutes to ask us questions. Before the presentation starts, please remember to turn off your mobile phones. Now, let's start our presentation.

Its started!

Check the order Rules then structure
What sentences are needed for the structure and
what is in section 7?

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		

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

Sellior			
What terms to explain? What ideas to explain? Any assumptions or complex ideas?	What are key points? What is A and what is B?		
The purpose of establishment and core value.	Its business model and success factors.		
Generalist	Specialist		
Brands under Wowprime Corp.	The background and history of Wowprime Corp.		
What detail do they need to know?	What experiences do you want to talk about? What good stories to share?		

Sonior

 $\begin{array}{c} \textbf{Junior} \\ \textbf{Ok - generalists will want the basics about the} \end{array}$ company product and service