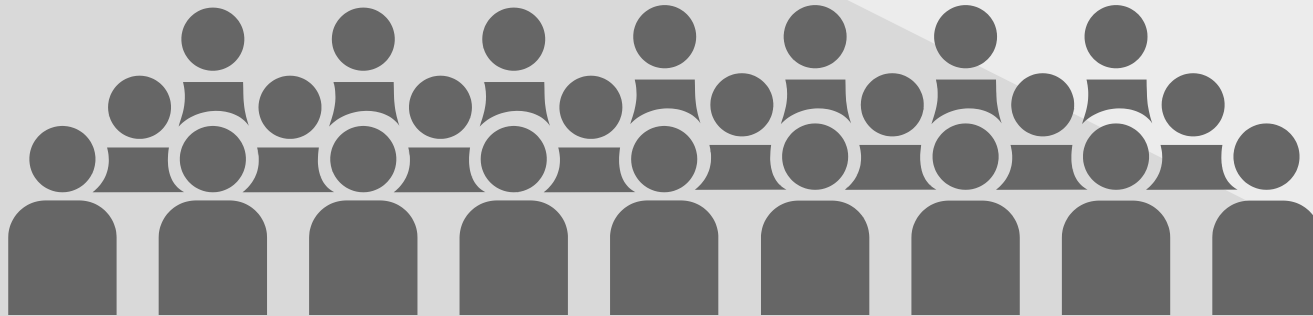


HOW TO PRESENT LIKE A PRO

14 Cheat Sheets for
Technology Presenters



Who these CHEAT SHEETS are for



YOU

if you're a:

- CEO, MD or Founder
- CBO, Sales Director or Manager
- CTO, CSO or CIO

...of a **Technology Company** – IT Software, Hardware or Services, Electronics, Biotech, Biomed or CleanTech – **based in Australia.**

Presenting to groups is part of your sales process.

Your people who present have roles in Management, Sales, Research, Support or Engineering.

Some of your competitors have polished speakers, slick presentations and hefty marketing budgets.

How

will you compete?

Use these Cheat Sheets. Practise with correction will make you great.

Do you need these CHEAT SHEETS?



YES

if your company:

- Sells technologies to enterprises
- Demonstrates technology to prospects
- Needs to convince investors
- Wants to attract the best partners

YES

if anyone has made presentations that:

- Confused not convinced
- Became derailed & failed
- Missed the mark & lost the opportunity
- Made you cringe.

Practice without Correction makes you better at making the same mistakes.

1

Know your Audience

FOCUS ON THEIR ISSUES

- Use arresting quotes or statistics to grab attention
- Use only well-known sources
- Don't assume their issues
- Do your homework

USE THEIR LANGUAGE

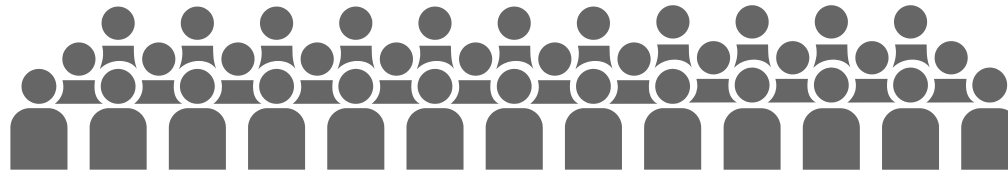
- Frame the issues from their perspective
- Speak in their language
- If you do, you'll engage them
- If you don't, they'll tune out

SIT IN THEIR SEATS

- With every slide, ask yourself:
- Why should they care ?
 - What's in this for them ?
 - How will this help them solve their problems?

KNOW YOUR VENUE

- Capacity, layout, parking, equipment
- Secure a contact person
- Take an extra copy on a stick
- Arrive early
- Test your equipment.



2

Think about Structure

WHY
YOU
NEED IT

- Clarity of purpose
- Understanding of audience
- Impact of message

3
PARTS

1. Opening: Tell them what you're going to tell them
2. Body: Tell them
3. Conclusion: Tell them what you've told them

1

2

3

WHAT
TO
INCLUDE**Opening**

- Make your intentions clear
- Start with a bold statistic, question, claim or challenge
- Grab attention in first 20-30 seconds

Body - 3 main points

- Make each point
- State why it's key
- Give an example

Conclusion

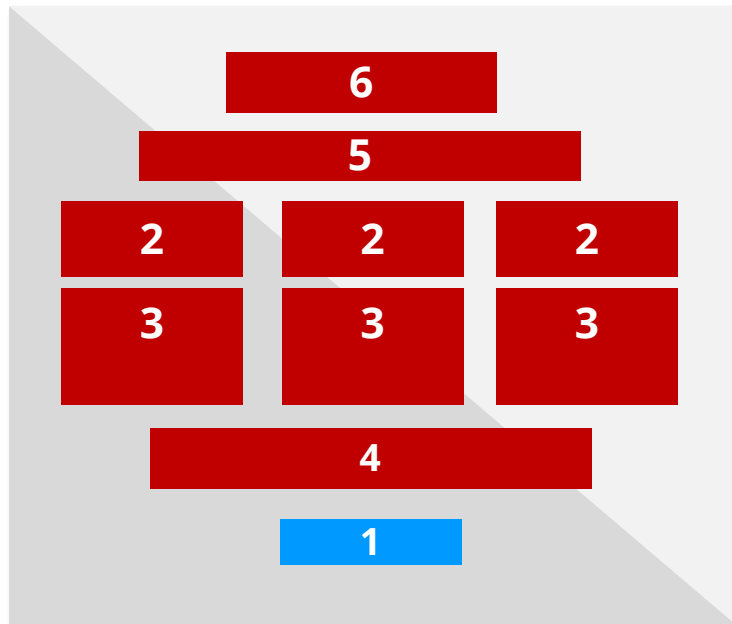
- Limit to 10% of total time
- Sum up key points – don't add new ones
- Reconnect with your purpose
- Finish with a call to action or next steps.

3

Start at the End

CHOOSE
YOUR
PURPOSE

- Inform (interesting stuff)
- Instruct (how to)
- Entertain (make them laugh)
- Inspire (make them feel good)
- Stimulate (move them to action)
- Persuade (move their minds)



STEPS

1. What's the key message you want them to take away?
2. What 3 main points will achieve this?
3. What 3 sub-points will support each?
4. How will you sum up before the end?
5. How can you grab attention at the start?
6. What will you call your presentation?

4

Avoid PowerPoint Blunders. **DON'T:**

THE PRESENTATION

- Use too much text per slide
- Use tiny or hard-to-read fonts
- Have moving distractions
- Use complex diagrams
- Have too many slides

YOUR PERFORMANCE

- Read your slides
- Look over your shoulder at the screen
- Have obstacles in front of the screen
- Move between screen & audience
- Turn your back on the audience
- Flick too quickly through slides
- Ignore audience reactions.



KEY TAKE AWAY

**If you avoid these blunders
you'll be better than 90% of competitors.**

5

PowerPoint Rules

KEEP
IT
SIMPLE

- 5-6 words per line
- 5-6 lines per slide
- One slide every 1-2 minutes
- One thought per slide

MAKE
IT
CLEAR

- Professional graphics & images
- Consistent templates & transitions
- Readable colours and fonts
- Use images to illustrate points
- Limit callouts & other effects

COPY
THE BEST

- Blackout to start and finish
- Use transitions to slow your pace
- Use occasional humour or cartoons
- Use monitor in front to keep track
- Ensure everyone can see the screen
- Check that audience is keeping up
- Be clear, succinct, relevant and make an impact
- Practise, practise, practise.



KEY TAKE AWAY

PowerPoint doesn't tell your story. You do.

6

Get rid of Fillers

FILLER
WORDS
LIKE:

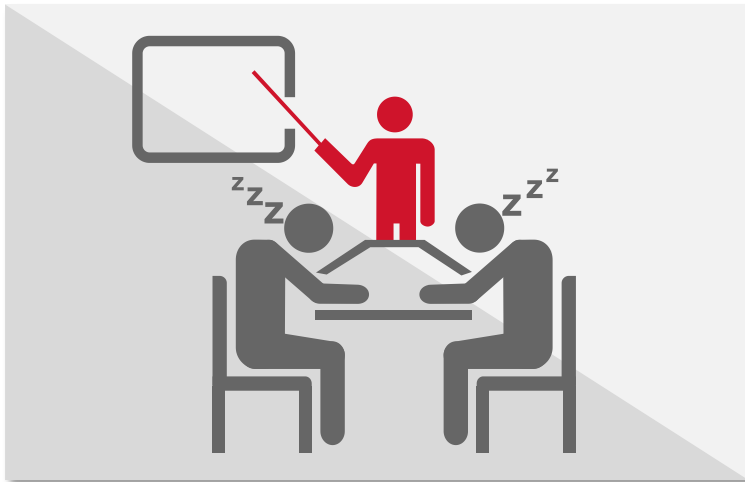
- Ah, Uh, Um, Like, Well, You Know
- Basically, actually, anyway
- At the end of the day
- When all is said and done
- The bottom line is
- And the next slide is
- And here we have

FILLERS
KILL
CREDIBILITY

- They become the focus instead of your story
- They slow pace and dilute your message
- People cringe and turn off

HOW TO
ELIMINATE
FILLERS

- Record yourself
- Watch yourself
- Observe when & where you use fillers
- Be alert to fillers when speaking
- Stop before you use one
- Pause and say nothing
- Continue.



KEY TAKE AWAY

Using fillers is a habit. Learning a new habit to avoid them takes 21 days.

7

Eliminate Clichés

LIKE
THESE:

- Think outside the box
 - Give 110%
 - Low-hanging fruit
 - Push the envelope
 - Paradigm shift
- More

WHY
CLICHES ARE
KILLERS

- They show a lack of originality
- They're old and stale
- They turn the audience off
- They dilute your message
- They reduce your impact

WHAT
TO DO

- Create your own examples
- Be original, colourful, daring
- Use words to draw pictures
- Use humour
- Be different
- Be memorable.

8

Use The Power of Silence



KEY TAKE AWAY

Silence puts you in control of yourself & the audience

WHY IT'S IMPORTANT

- When you stop talking audience looks at you
- When you pause you relax
- Pauses gives you time to think or refocus
- Pauses seem longer to you than to them
- They'll assume your pauses are intentional

WHEN TO USE PAUSES

- To replace filler words
- If you lose your place
- To regain their attention
- To emphasise your next point
- Before your final point
- After your final point so they know it's the end.

9

Vary your Voice



WHY IT MATTERS

- Your voice is the most important non-visual part of presenting
- Vocal variety adds colour, speed, interest & passion
- Lack of variety is boring & uninteresting

EXPLORE ALL OPTIONS

- **Volume** - adjust to the size of the audience, increase for emphasis and decrease for impact, effect or attention
- **Projection** - use your lungs to carry your voice further without increasing volume or pitch (projection)
- **Speed** - vary for effect. Avoid talking too fast. It makes you look nervous
- **Pitch** - high or low depending on context and mood
- **Quality** - relaxed or tense, free-flowing, halting, monotone or high-energy. Vary for effect.
- **Tone** - reflects your emotions, from indifferent (flat) to exuberant (overflowing), soft to hard, telling to questioning, doubtful to certain
- **Articulation** - or clarity of each word. Essential.
- **Pronunciation** - especially of unusual words, foreign words or if English is your second language.

10

Use your Body



WHY YOUR BODY MATTERS

Makes the most impact:

Body + face (visual impact) **55%**

Voice (vocal impact) **38%**

- Your body speaks louder than your words
- It can betray your true emotions
- Must be consistent with your words
- Should support not detract from your message

WHAT YOU CAN USE

- **Gestures** - to emphasize or illustrate, reinforce and add energy
- **Movements** - the taller you are, the more control you must exercise
- **Posture** - shows how you really feel. Shoulders slumped, looking down, hands in pockets make you look disinterested or untrustworthy
- **Eye contact** - vital to audience engagement. In small groups, slowly sweep the room. In large ones, focus on front few rows and sweep the whole regularly
- **Smile** - learn to speak with a slight upturn of lips. The reverse makes you look unapproachable
- **Other expressions** - use with care to express very specific feelings.

11

Choose your Words

USE THE
POWER OF
WORDS

Choose words to invoke images, locations, emotions, and **Sight, Sound, Taste, Touch** and **Smell**

- Use active voice (he moved it) not passive (it was moved by him)
- Use short sentences
- Keep structures simple
- Mix it up (some short some longer)
- Avoid long complex sentences that confuse

PLAY
WITH
WORDS

- Alliteration (leaping lizards)
- Assonance (how now brown cow)
- Onomatopoeia (whoosh)

THE RIGHT
WORDS
GRAB
ATTENTION

Be specific

- Use words that say exactly what you mean
- Use English (show) over Latin words (demonstrate)
- Use long words sparingly and for impact (preposterous)
- Avoid jargon or rare words (except to a fully technical audience)
- Match words to occasion and audience.

12

Eliminate Mistakes

THEY DESTROY
YOUR
CREDIBILITY

- A single mistake can torpedo your entire presentation

WHAT
TO
INCLUDE

SPELLING
Have your slides checked by someone else

PUNCTUATION
PCs and DVDs (not PC's and DVD's)

PLURALS
Oracle (the company) is (not are) presenting in Sydney

PRONUNCIATION
Australia (not Ostraya)
Vulnerable (not vunrable)
Antarctic (not Antartik)
Regardless or irrespective (not irregardless)
Nuclear (not newcular).



KEY TAKE AWAY

Your presentation will be remembered by your worst mistakes.

13

Speak without Notice

IF YOU'RE
GIVEN
NO NOTICE:

- Nerves can take over
- Your mind goes blank
- Your confidence plummets
- You become disorientated
- Your delivery is nervous
- Your impact is lost

WHAT
TO DO

- Don't start talking straight away
- Pause and relax. Say nothing.
- Repeat the topic to give you time to think
- Organise your thought (3 point structure):
 - ✓ Make the key point
 - ✓ State the reason why it's key
 - ✓ Give an example or illustration
- Stick to the topic or question. Don't digress.
- Sum up when you're finished.



'The mind is a wonderful thing. It starts to work the minute you're born, and never stops until you get up to speak in public.'

John Mason Brown

KEY TAKE AWAY

Grab opportunities to speak without notice. It gets easier with practice.

14

Handle Hostility

HOW
TO DO
IT

1. **Ask for questions at the end.** Your presentation will answer most of them
2. **Anticipate sensitive issues** and address them in the presentation
3. **Remain calm & friendly.** Don't take it personally. Don't raise your voice. Stay in control.
4. **Repeat questions aloud.** It gives you time to think and may draw an answer from the audience
5. **Look directly at the questioner** and keep your answer simple. If need be, suggest discussing it later.
6. **Connect your answer to your material.** It allows you to reinforce your message
7. **Tell the truth.** If the audience thinks you're not, it will get more hostile
8. **If you don't know the answer, say so.** If appropriate, ask the audience. If not, ask the questioner for contact details so you can check and get back
9. **Control your body language.** Avoid hands on hips or folded arms. They look aggressive and defensive
10. **Don't get stuck with one antagonist.** Allow others to ask questions. They might have easier ones
11. **When you strike an easier question** sum up and close the session.



IF THEY'RE NOT HAPPY

- You can't escape.
- You have to stay and deal with it



(Pause)



END OF PRESENTATION

MEET THE AUTHOR

Hello, I'm **Tracey James**, Co-founder and Chief Marketing Strategist for Tech Torque Systems. I started out life as a 'techie', working as a Biotech researcher (renewable fuels) before moving to marketing Biotech and later IT products. I had no problem with technical complexity or 'uncomplicating' technology one-to-one, but was terrified of presenting to groups. I joined Toastmasters, hoping to overcome my terror and was astonished when it worked.

Since then, I've helped over 100 Australian companies to 'un-complicate' their technologies so buyers see the benefits and open their wallets. I've also trained hundreds of technical and pre-sales people in professional presenting skills. These 14 cheat sheets capture everything that I've learned.



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