

The Process of Developing an Effective Presentation

Sales Presentation is one of the important elements of personal selling process

Can anyone make a good presentation? Yes, one can..... says Chris Anderson, curator of TED conference. TED (Technology, Entertainment, and Design) is a promoter of global conferences under the slogan 'ideas worth spreading' by Sapling Foundation. Based on the experiences of the 18- minutes TED talks, Chris Anderson says, "I'm convinced that giving a good talk is highly coachable. In a matter of hours, a speaker's content and delivery can be transformed from muddled to mesmerizing".



Chris Anderson gives a framework to make an effective presentation – whether it is a CEO doing an IPO road show, a brand manager launching a new product, or a new company seeking venture capital. The process of effective presentation follows 5-steps.



Sales Presentation is one of the important elements of Personal Selling where the salesperson has to present the product and describe its features in brief. The presentation should be matched with the attitude of the prospect so that the salesman can continuously hold his attention and create interest in the product.

- **Frame Story:** Humans by nature like to listen to stories and metaphors. Craft a story around what you want to say and develop a narrative structure to take the audience on a journey. Present the problem first and describe the search for solutions so that you can carry audience in a meaningful way.
- **Plan Delivery:** Don't read a script because it creates distance with the audience. Once audience senses your reading, they shift their attention. Popular TED talks are memorized word for word. Rehearse the

talk till you internalize every word. The flow of words should become your second nature to deliver the talk with meaning and authenticity.

- **Develop Stage Presence:** People move their bodies too much when they are nervous. It is distracting and makes the speaker weak. Just by keeping speaker's lower body motionless can improve stage presence. If the walking on stage is natural to the speaker, it is O.K. TED speakers have made good presentations by standing still and focused on hand gestures wherever necessary. Eye contact with friendly-looking people among audience can enrich the presentation. Don't worry about nervousness, it actually improves your presentation and keeps your mind sharp. Acknowledging nervousness often engages audience better. Deep breathing helps.
- **Incorporate Multimedia:** Keep your PowerPoint simple and don't repeat out loud words that are on the slide because information is interesting only once. TED speakers avoid using slides. If you have illustrations and 2-dimensional pictures use them to enrich the visual presentation. Let the audience have an experience of your work through the creative journey. If you show a clip, go for shorter one.
- **Rehearse for Feedback:** Rehearse before people who offer constructive feedback to fine tune presentation. The more rehearsal one does, the better. Be careful about the people you choose as test audience.

Presentations are successful based on the quality of the idea, the narrative, and the passion of the speaker. It is easy to 'coach out' the problems of a talk, but 'coach in' the basic story cannot be coachable. If you don't have a compelling story, better decline the offer.

Topic	Course
Sales Presentation: Personal selling and sales force management: Unit 21.5	Marketing Management

Source: Chris Anderson (2013), *How to Give a Killer Presentation*, Harvard Business Review, June 2013