

## How to Deliver Persuasive Presentations. (15 key points)

*For any presentation you must prepare thoroughly. While preparing you must also ask yourself some key questions such as, 'who is your audience?' Once you have finished preparing your presentation you must then deliver it. There are many key skills to focus on when delivering a persuasive presentation.*

*The following is a list of those key questions you need to ask yourself when preparing and key rules to follow when presenting. If you can answer the questions below effectively and follow the recommendations you are on the path to giving an excellent persuasive presentation.*

1. What is your objective?
2. What is your overall objective?
3. Who is your audience?
4. What do they already know or think they know?
5. What do they want to know?
6. Only talk about relevant subjects. Using the '**So What**' test is a good technique to weed out unnecessary information
7. Opening is key!!! You need to grab audience attention!! Start with a "hook" of some kind.
8. Make it a clear logical presentation Opening (**Say what you are going to say**) / Main Part (**Say it**) / End (**Say it again**).
9. Presentations should have a main theme with no more than 4 key points.
10. A good presentation should be interactive.
11. Show that you are listening and show empathy.
12. Make sure you talk about **benefits** as opposed to features.
13. **Customer focused** not product focused.
14. You are the focus not your slides. Slides are there to visualize and assist only.
15. If possible finish on a positive note. This can make your presentation more memorable.