

Memorable Business Presentations

There are often two views on the 10-15 minute business presentation: it's too much time or too little. Regardless of the view you hold, with practice and structure you can make each presentation memorable for your audience!

- Always lead with your name and business. Repetition is key.
- Tell a story, share an interesting fact. Never jump right into trying to push product.
- Who are you? Share how long you've been in business, why you love what you do, what led you to that line of work, etc.
- Be prepared with slides, folders, etc. Have more than enough printed to avoid being short-handed.
- Know your material. Avoid reading verbatim from slides or handouts. Flash cards or bulleted notes are a great way to keep you on track and provide a back up.
- Highlight the main points—what 2-3 things are most important for audience to remember?
- Follow the “Rule of 3’s” 3 facts, illustrations, photos, examples, etc.
- Detail future opportunity; either for the audience to become a client or to refer you to someone else
- Think story-telling; all good stories have a beginning, middle and end. Your presentation will flow perfectly if following this method.
- Focus on whole audience; eye contact is critical. Glance around the room and avoid focusing on one particular attendee.
- Be energetic and enthusiastic! It is completely understandable to be nervous. Remember that the members of your chapter are in your corner; relax and have fun!
- Project voice; do not be too loud or too soft spoken. Find right balance.
- Be aware of hands; avoid fidgeting, touching hair, jewelry, etc.
- Know your audience. Have you spoken to this crowd before? Be cautious to not give the same presentation over and over.
- Create an experience. Make the audience feel that they are already your client and leave them wanting more.
- This is not the time to sell products. Utilize this time to educate others on how to refer you.
- Be respectful of time. Do not go over!
- End on a positive note and key phrase that will open the door for further discussions.
- Practice, practice, practice!