

## Tip #4

# Tips and tricks to optimize your 10-minute GR presentation

**CAPTURE AND HOLD THE ATTENTION** of your audience is a skill that develops and masters! Preparation is essential to ensure consistency in the aspects presented, project insurance and gain the confidence of your audience.

Here's a structure that will help you prepare:

### 1. Collect your thoughts

You have 7 minutes to present your content, but you can not say anything! What your audience wants to know about you and your services? Identify the main purpose of your presentation is a way to clarify and organize your ideas.

#### What is the main objective?

- A summary of all your services?
- A product / service or individual?
- One aspect of your profession that people ignore?
- New information?

### 2. Plan of Your Présentation.

#### 1 minute to present yourself

- Your name, occupation and purpose of your presentation

#### 6 minutes of content (select the items you want to include in your presentation)

- Description of your product (s) / Service (s)
- The benefits of your product (s) / Service (s)
- One or more examples of the results that your customers receive when they use your product / service
- relevant stories
- How you meet the needs of your customers
- The usual questions of your customers
- Pricing Structure
- target customers

#### 1 minute to wrap up

- Summarize the key points of your presentation
- Call to action or an invitation

#### 2 minutes question period

- Anticipate questions you may be asked to be able to respond as effectively as possible.

### 3. Presentation Format

To adapt the presentation to different personality styles and learning, you can use one or more visual aspects such as explanatory document pamphlet, PowerPoint presentation, product, etc.

### 4. Be Confident and Convincing!

You know your business and your services, then have realistic confidence in your abilities. With a plan in mind and a few practice sessions, you will succeed in getting your message across clearly. In fact, you're the expert in the field!