

# Presentation skills

- Main message = the glue for the structure
- Structure
  - Beginning and end
  - Navigation for participants
  - Similar to text : paragraphs and parts



# Slides

- 5 x 5
- Content illustration / support
- Animations and effects
- Clear
- Easy to read
- Font: min 24



# Keep audience hooked

- Motto
- Citation
- Metaphor
- Questions
- Activities
- Reflection
- Point / surprise moments
- Stories



# Handling objections

OBJECTION is not the REASON

There is always **something else** BEHIND the OBJECTION and that is the **KEY to solution**.

Try to avoid conflicts with ACE model

# ACE: Acknowledge, Clarify, Explain

A: I understand that you love your son and you want to keep a good relationship with him.

C: Did I get it right that you haven't spoken to him about this issue yet? Is it because you are afraid of losing him?

E: There are some rules at school similarly as there are some in each institution. We teach students to follow and respect the rules. They are here for their safety and comfort. In his future he will be required to follow many rules. So if we help him to learn how to do it now, we are actually helping him to cope with his future.....

# Ultra-thin hard drive

LG hard drive is 0.20 inches thick

YOU are the presentation  
not the slides

