

Presentation Excellence™

A Resource Center for Executives Who Want Excellence in all Their Endeavors

October 2007 Newsletter

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Overcome "Presentation" Fears

At a recent Workshop, most of the participants admitted being nervous when "presenting" to groups, but were fine when "speaking" one-on-one or to a handful of people. We explored why. People are used to having conversations and speaking to people about things they feel competent on. But once they plan to engage in the "alien" practice of presenting, nervousness sets in.

Why? Because they're no longer focusing on their audience's need-to-know, but on themselves, worrying more about their behavior. Worse, a downward spiral sets in when presenters switch focus: energy that should go into developing an easy-to-understand, compelling message, is now channeled into the "nervousness" zone, leading to a poorly designed PowerPoint Presentation, often full of "corporate speak". Knowing they don't really like their presentation, speakers become even more self-conscious and rob themselves of the power to converse directly and passionately with the audience.

What's the solution? Remember that presentations really are no more than focused conversations, where you know what you're going to say in the future and can make it succinct and compelling by focusing on the audience's need to know. And by doing so, you're paying attention to their feedback and using it, as you do in any conversation, to adjust the message and delivery making sure the message hits the bulls-eye.

Don't Just "Give Information"

A presentation that many people have trouble with is one designed to just give the audience "information". Such a presentation has no limits – what facts or data, in what order, for how long? And the result is it meanders, and sometimes bores the speaker as much as the audience.

In the information age, we're all overloaded. We only want information that can be used, somehow. That means you, as the speaker, have to determine what the audience really is going to do with the information. Often, the goal is to be better equipped to make a decision, in which case you should design the presentation to guide the decision-making process – and possibly lead them to the logical and emotional conclusion you'd like them to reach!

Winning Sales Teams

Winning sales professionals know that there are 3 keys to success:



WORKSHOP

Hosted by Jerry Cahn, Ph.D., J.D.

November 15, 2007 - Executive Presentation Training Workshop

Are your presentations really working for you - impacting your audience and advancing your career? If not, this workshop is for you.

Present like a Pro focuses on the "4 Ss":

- Select the right **Substance** and eliminate distractive details.
- Use a **Structure** which organizes the material to lead the audience to the desired conclusion.
- Implement a **Style** of powerful words and graphics which engages audiences and not bore them!
- Harness critical **Speaking** skills to overcome fears, exude confidence and demonstrate your competence.

During this program we'll practice by delivering your own presentation, and getting feedback from video & group. To promote your company, service or product - and your career, don't miss this workshop. For info, [click here](#).



Yes, we also offer in-house corporate group training and one-on-one coaching. Share with us what you need and we'll find the right solution for you. [Click here](#).

RECENT TESTIMONIAL

Your 2007 presentation to experienced institutional real estate sales professionals at the National Association of Real Estate Investment Managers (NAREIM) conference was great. We all learned something new from you, and your interactive, motivating style was much appreciated so early in the morning! I know a number of the participants

- Focus on the goal
- Adopt an effective sales strategy;
- Execute the strategy flawlessly.

For many people, it's the third step that's hard, because we get distracted by challenges and can even fall into slumps.

Ideally you gave a coach who holds you accountable to your strategy, and encouraging you to overcome problems with inspiration and advice. Recently, our Super-Mentoring team developed a new, cost-effective way to provide sales people with accountability and coaching, which we call Winning Sales teams. Sales professionals (which can come from different departments or organizations) join a four-month co-mentoring group. Each person sets short-and long-term goals. In conference calls 2-3 times a week, for less than half an hour, each person reports on his/her progress, and other team members provide advise and inspiration. Supervising the entire process is a SuperMentor, who provides insightful coaching to both "mentees" and "mentors" within the support group.

For more information on how our Winning Sales Teams program might help your stars reach new heights, contact [Dr. Jerry Cahn](#).

have since contacted you about your professional services and I hope you will be able to assist them in their future sales presentations. I wish you continued success in your efforts. - KM, TIAA-CREF.

ABOUT OUR AFFILIATES & SERVICES

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[Target 3 Communications \(IR/PR/Marketing\)](#)
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[Executive Coaching Service](#)
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News

Digital Risk, the next generation provider in risk mitigation services, will be exhibiting at the Mortgage Bankers Association annual convention at the Hynes Convention Center in Boston, MA on October 14-17, 2007.

FIRSTPLUS Financial Group (Pink Sheets: FPFX), a diversified financial services company, will be holding its annual shareholder meeting in Texas on October 17, 2007. FIRSTPLUS also activated its new website and websites for its subsidiary companies -- Rutgers Investment Group, Inc., FirstPlus Development, FirstPlus Enterprises, FirstPlus Restoration, LLC, FirstPlus Facility Services, LLC, and Ole Auto Group, Inc. For more information, see <http://firstplusgroup.com/>.

Third Eye, Inc. will be exhibiting its wrist-mounted Security Alert Tracking System (SATS) that monitors heart rate fluctuations, non-invasively, at the 11th China Public Security Expo. Nov. 1-4, 2007 in Shenzhen, China. For more info, see: <http://3eyeinc.com/>

Vision Real Estate Group, a NYC based investment and management firm, has engaged Presentation Excellence to provide Executive Coaching for key executives. For more information see <http://www.vg-usa.com/>

Vuance Ltd. (NASDAQ:VUNC) a provider of innovative incident management, access control, credentialing, and active RFID solutions to government agencies, institutions and commercial enterprises concerned with homeland security, public safety and real-time location services, moved its Corporate headquarters to McLean, VA. Visit <http://vuance.com/>

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If you would prefer to not receive further messages about Presentation Excellence's upcoming seminars, please click [here](#).