

# Presentation Excellence™

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

## November 2007 Newsletter

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### Presentations as Brand Management

Every presentation is a form of brand management – yours and your company's! When you present "information" for your company, you're really educating the audience as to the value of your company and/or product and service. But people don't "buy-in" based on logic alone; it takes emotional connections in the form of trust, loyalty and the feelings that come from relating to your company's offering to get action.

So your job, whether it's a brand you're launching or a presentation you're giving is to define the customer experience. Boring presentations about your are a turn-off. Effective presentations connect you to the "big idea" – the benefits brought by the product or service, and the emotional satisfaction of participating in a cause or level greater than your current situation.

The value of your brand is affected by how you deliver the presentation. Are you authentically communicating a message that you're passionate about, or are you delivering a message that you are not in sync with, because your boss told you to do it? When the audience participates in a listless presentation, your brand value drops significantly, especially among people who could have helped promote your career.

So, if you're not actively promoting your brand and that of your company, product or service every time you make a presentation – it's time to change!

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### Strategic Relationships: Build and Sustain

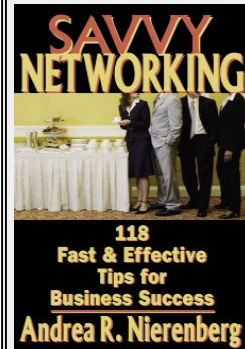
Strategic relationships - with customers, members, vendors, investors and alliance partners – require that you present your many different values on an ongoing basis. Initially, the goal is to get their attention by showing them you have something to offer and are a trustworthy party. Once a commitment is made, the presentation goal of sustaining the relationship requires you to constantly communicate how the value is being delivered. This is critical because of the inevitable "bumps" in the road. Finally, once success is in sight or achieved, present your value as a highly "trusted" party worthy of being the subject of referrals to friends, colleagues, etc. In other words, you need to manage the image you are presenting over time in order to reap the different rewards of each stage of a relationship.

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### This Month's Presentation Tips

- Never make a presentation until you're clear about the goal. If you aren't rest assured the audience won't be clear either – making impact a low probability!

### Savvy Networking



Andrea Neirenberg, a long-time member of the Presentation Excellence team and business relations expert, has just published her third book. *Savvy Networking* gives you great tips for effective networking for all types of businesses.

For more information about Andrea, click [here](#).  
**Congratulations Andrea!**

To buy this book, go to: [Amazon.com](http://Amazon.com)  
To schedule Andrea as a speaker, [contact us](#).



### WORKSHOP

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

### February 21, 2008 - 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



- Always show genuine authenticity when making presentations. If you're presenting information that you don't believe in or using a structure and style with which you're not happy, your true feelings will reduce the power and effectiveness of the presentation.
- Focus on the audience's need to learn from your presentation, rather than focusing on your need to make the presentation. That channels natural nervousness into the right direction – focusing on giving them a compelling presentation.
- Use your voice to orchestrate meaning. Modulating your tone and speed communicates importance; Pauses enable the audience to absorb what you say and allows you to transition to another point.
- Remember that the environment around you effects a presentation's impact. Think through what time of day, size of room, seating positions, etc. will have on your ability to connect with the audience.

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](#).

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Presentation Excellence, Inc. \* 20 West 33 Street (9th Floor) \* New York, NY 10001  
P: 646-827-0009 \* F: 646-827-9009

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