

# Presentation Excellence™

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

## December 2007 Newsletter

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### Leverage the Holiday Season for Growth

December is not a big month for "business presentations", though it's a great time to plant the seeds to make 2008 the best year, to date. It's the time to network with friends and colleagues, sincerely wishing them a terrific new year. It's also an opportunity to ensure that they appreciate the true value of your relationship.

Presenting your brand's key value is critical if you want to be positioned yourself, company or product/service in your customer's and colleague's mind as "**the obvious choice**" when searching for someone like you or your company. All the presentation tips we've discussed in these newsletters and taught in our coaching and workshop training programs apply. You have to be succinct – brief and to the point; your "elevator pitch" has to be engaging with compelling content that clearly states you deliver results. You need to focus on your audience's needs and structure the presentation based on the demand cues of the situation. As with any presentation, it's worth practicing what you will say **before** you go to the office and networking parties.

Finally, December is a great time to prepare for your 2008 business presentations. Many things may have changed during the past year: your service/products, your competition, your client's needs, and macro-factors, like the economy. Now is the time to review your sales and marketing presentations, to make sure they're on-point for 2008 and that you feel competent and confident about presenting it. Prepare now, schedule skills-enhancing training and workshops during the first quarter, 2008, so you'll be in peak presentation mode throughout the rest of the year.

### 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.

### Executive Development Strategies

We wish you the happiest of holiday seasons and pray that 2008 will bring with it peace, health, and success for everyone.



#### Featured Team Member: Carlo Pellegrini



Motivational speakers and team builders are rarely as entertaining as **Carlo Pellegrini**, who engages audiences in The Juggling Matrix. Through skilled facilitation, Carlo can take your audience to challenge assumptions and find balance in juggling change, fears and interpersonal communication skills. "Juggling is the tool... working and thinking differently is the outcome. This is Serious Fun." To schedule Carlo for your next meeting, [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 distracting 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.

As we write this newsletter, we're getting a lot of inquires concerning our SuperMentoring and Executive Coaching programs by firms committed to improving corporate performance in 2008, by investing in their staff. Indeed, we will be delivering at least one webinar next year on SuperMentoring. The key difference between the models is that in Executive Coaching, we're focused on helping your leaders build on their strengths and/or overcome weaknesses to capitalize on opportunities. With SuperMentoring, we're helping middle-to-senior staff to mentor junior protégés, with the objective of helping both parties better align their efforts to achieve career goals within the company. Overtime, a corporate commitment to SuperMentoring develops a performance culture.

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## Plan a Strategy Review Now to Advance it Next Year

December also is a popular month for us to scheduled Strategic Management Advances for executive teams who want to make sure everyone is aligned with the goals, and working as a team. If properly planned, an off-site Advance (what others call "Retreats"), can be one of the most cost-effective intermediate-term investments senior management can make. If you're looking for a business-strategist facilitator to help your group define future strategies and forge a powerful team, contact [Advance@presentationexcellence.com](mailto:Advance@presentationexcellence.com).

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](#).

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