

## Oral Presentations

### Traps

- Failure to plan agenda
- Lack of conversational style
- Teamwork not evidenced
- Objections not sought
- No vitality/confidence

### Presentation Tips

- Rehearse with all participants in the presentation
- Appoint in advance the person who will respond to questions in each “weak” area
- Make certain no one from the firm will give the impression this is the first time he or she had heard any of this
- Critique each other
- Think of all possible client questions and objections and prepare credible responses
- Be enthusiastic but not overwhelming
- Keep the background/overview section of the presentation brief
- Use common, small words
- Be specific

- Stress the firm's successes
- Be calm, not aloof
- Encourage client feedback and participation
- Describe actions steps you will take
- Be concise and clear; cut the jargon
- Following the last question, repeat your big point and your "call to action"
- Thank the client in person and in writing

## Results

## Marketing

Dee A. Schiavelli

520.229.3241

[deeschiavelli@yahoo.com](mailto:deeschiavelli@yahoo.com)

[www.resultsmarket.com](http://www.resultsmarket.com)