

Assess, Address, Achieve!

Presentation Skills

A [presentation](#) is the transfer of knowledge between two or more people where the presenter is more than likely the individual more knowledgeable about the subject under discussion.

As part of our everyday [communication skills](#) we need to address the fear of formal presentations, whether these are to individuals or to groups. Without [some formal training](#), we may be inclined to make some rookie errors during our presentations which may have a fundamental impact on the outcome of the meeting.

I recall with not much fondness a sales pitch for a rather complicated piece of communication equipment that I was trying to sell to a prospective client. He was in the market and we had already concluded the preliminary meeting. The big pitching day had dawned.

On the day, and just prior to having to leave, I proceeded to print my copy of the final documents only to have the printer run out of ink and find that my chequebook at the time had run out of cheques – thus no emergency plan could be made.

Deciding to brazen it out, I arrived at the client's office with only one copy. His.

Thinking that I could most probably sit next to him and glance at his quotation every now and then to give myself the necessary cues, I handed him his copy only to find that he was about to eat a rather messy hamburger and only listen to my proposal, not engage with an open quotation on his desk and a pencil in his hand as I had envisaged. Needless to say I didn't get that order and neither did I get full marks for my [presentation skills](#) ability on that day.

[Presentation skills training](#) is not only for managers and sales people. Having said that, however, it is essential for both these two groups. Presentations are also useful for all [training and education](#) purposes, and for easy visual representation of virtually any request or concept. Especially in today's visual world, very few people have the attention span enabling auditory concentration for any extended period.

In fact it is said that the majority of individuals are willing to give you three sentences and one picture and you should grab their attention during that time, otherwise you simply won't have it.

A good presenter will engage his audience no matter how large or small and will overcome any potential issues with good planning. The use of body language, voice and tools, whether hard copy or electronic are all part of good presenting and should you attend one of our [training courses](#) you will be advised on these and other aspects of presentations.

