

Business presentations

Meaning

- It is typically a demonstration, introduction, lecture, or speech meant to inform, persuade, inspire, motivate, or to build good will or to present a new idea or product. The term can also be used for a formal or ritualized introduction or offering.

Why are presentations important in Business?

- Companies and organizations often utilize **business presentations** as a means of selling an idea or product, for training purposes, or to motivate the audience. Since a lot can ride on a **presentation**, the presenter should prepare and rehearse until he's confident that he's ready to present.

Points to be attended to when preparing for a professional presentation

- Planning
- Outlining & Structuring
- Choosing the mode of delivery
- Guidelines for effective delivery
- Body language & Voice
- Visual aids

Presentation Components

PLANNING
&
ANALYSIS

VISUALS

EFFECTIVE
PRESENTATIONS

CONTENT
MESSAGE
SUPPORTING POINTS

PRACTICE
&
DO IT

A good presentation

- Has a clear structure
- Encourage independent thinking
- Uses clear explanations
- Delivered with enthusiasm

Preparing successful presentations

- Analyze your audience
- Define the objective of presentation
- Preparing the content
 - Body of the presentation
 - Introduction & Conclusion
- Practicing & Delivering
 - Speaking from memory
 - Speaking from notes
 - Speaking from text
 - combination

AUDIENCE as acronym
&
analyze them as follows

- **A**nalysis
- **U**nderstanding
- **D**emographics
- **I**nterest
- **E**nvironment
- **N**eeds
- **C**ustomized
- **E**xpectations

Thinking about audience

- Who??? May be friends, clients, colleagues,, sometimes unfamiliar faces...
- Nature of audience
- Prior knowledge
 - What are their interests?
 - Are they familiar with the topic?
 - Is their attitude hostile or friendly?
 - What is the size of the group?
 - Age range, gender distribution...
- Build support
- Consider strategies
- Anticipate problems

Audio – Visual Aids

Audio – Visual Aids

- Are instructional devices which are used to communicate messages more effectively through sound and visuals
- Helps in stimulating the sensory organs like ears & eyes and facilitate quick comprehension of the message by the audience

Purpose of Audio – Visual Aids

- To Enhance The Message
- To Clarify Details
- To Aid Retention
- To Create A Desire For More Information

Types of Audio -Visual Aids

- **Objects**
- **Models**
- **Photographs/Pictures**
- **Drawings**
- **Graphs**
- **Charts**
- **Films, Slides, and Projections**
- **Computer-Generated Graphics**
- **Transparencies**
- **Multimedia Presentations**
- **The Speaker**
- **Handouts**

Making effective use of Audio – Visual Aids

- Plan your presentation before creating audio-visual aids
- Use them sparingly
- Make it visible and audible to entire audience
- Talk to audience not to audio-visual aids
- Explain the content on the visual aid when you first show it
- Limit the amount of material on any visual aid
- Use color & font effectively

Delivering Presentations

Delivering presentations

- Introduce yourself & Give your credentials
- Tell your audience rules
- Speak loudly & clearly
- Pace yourself
- Make eye contact
- Bring your talk to a clear end

Introduction

- Greeting
- Attention grabber
- Topic statement
- Credibility
- Preview
- Rules for question & answer section
- Transition

Main Body

- Chronological
- Categorical
- Cause & effect
- Problem – solution
- Supporting material
- Definitions
- Examples
- Statistics
- Analogy
- Testimony

Conclusion

- To sum up
- To conclude
- To review
- In the end

Modes of delivery

- Extemporaneous : delivery sounds spontaneous but involves considerable preparation and practice.
- Manuscript : delivery is read verbatim from text.
- Impromptu: delivery is spontaneous with minimal preparation.
- Memorization : delivery is word-for-word recitation.
- Combination delivery uses two or more methods.

Extemporaneous mode

- Advantages
 - Enough preparation time
 - Adaptation possible
 - Supporting material
 - Delivery sounds natural & spontaneous
 - Enables to move freely with ease
- Disadvantages
 - Inadequate preparation can lead to discomfort
 - If rely on notes loses its spontaneity

Manuscript mode

- Advantages
 - Permanent & accurate record of whatever we have to say
 - No chance of tampering with facts & figures
 - Material organised systematically
 - Language gets polished
- Disadvantages
 - Less time for proper eye contact.
 - No interaction with the audience
 - Adaptation difficult
 - Ineffective reading skills,,, can effect

Impromptu mode

- Advantages
 - Sounds very natural
 - Get chance to express thoughts
 - Spontaneous as we say what we feel not what we ought to say
- Disadvantages
 - Lack of organized development of ideas
 - There is no supplementary material
 - Various points may hang lose
 - Frequent use of vocalized pauses
 - Presentation may turnout to be a failure if the speaker has inadequate proficiency in language he/she uses

Memorization mode

- Advantages
 - Very easy to maintain eye contact
 - Can easily move and make use of appropriate non-verbal communication
 - Possible to finish speech in allotted time
- Disadvantages
 - Memorization requires time
 - Chances of making it dull & monotonous
 - Failure of memory skills if not rehearsed
 - No flexibility or adaptation
 - Speaker gets frustrated if they forget word, sentence or phrase...

Dealing With Questions & Interruptions

Dealing with questions and interruptions

- Repeat questions asked so that everyone hears
- Make answers clear & concise
- Instead of “Do you have questions?”, try “What questions do you have? ”
- Hear all of the question – don’t interrupt
- Be willing to say “I don’t know”
- Check to see if you answered the question sufficiently

Coping with interruptions

- Telephones off/silent
- Fielding questions
- Give permission to leave
- Persistent Noise
- Unwanted Interjections
- Inappropriate Behaviour

Business letters, Memos, Circulars

Business Letters

- It is a letter usually from one company to another or between such organizations and their customers , clients and other external parties.
- The overall style depends on the relationship between the concerned parties.
- These letters have formal touch and the language used is simple, straightforward and focused towards the objective.
- Business letters follow a neutral tone but care must be exercised that they don't hurt the sentiments of the receiver

Business Letters

- It includes newsletters, memos, letters, proposals, reports, power point presentation, press release, job applications and more.
- There are five key principles for effective business writing
 1. Clear
 2. Clarity and conciseness
 3. Awareness of audience
 4. Appropriate tone
 5. Attention to format.

Letters within organizations

- Sales letters
- Enquiry letter
- Order letter
- Complaint letter
- Claims and adjustments

Sales Letter

- A sales letter is a piece of direct mail sent to a purchaser of a particular product or service.
- The language used is usually persuasive .
- Sales letter follows beginning, middle and closing.
- AIDA-Attract, Interest ,Desire, Action technique is used.
- Avoid using the following sentences:
 - You will regret if you miss the following opportunities
 - There can never be such heavy discounts
- Instead,
 - Please avail this opportunity
 - We offer heavy discounts.
- **EFFECTIVE SALES LETTER**
 - A good sales letter grabs attention in opening paragraph.
 - Next, it builds interest.
 - At the closing lines readers are motivated to take action

Enquiry letter

- ENQUIRE- To ask for information about any product or service.
- It is sent and received through postal letters, emails, faxes.
- An enquiry letter should be straight forward, compact and courteous.
- It should be brief and to the point , complete and correct.
- Special care must be taken about the opening, which sets the tone of urgency, proper closure which shows the writer's expectation of quick response.

REQUIREMENTS OF ENQUIRY LETTER

- The kind and quantity of goods required should be mentioned clearly along with details of packing.
- In order to make the response undoubtedly sure and specific , samples, specifications etc should be preferably sent along.
- Proper tabulation of with product specification can be facilitated.
- It should indicate the likeliness to purchase for cash or credit or other modes payment.

Order Letter

- An order letter is a contract of selling and purchases of orders.
- Orders are considered as one of the simplest type of direct request.
- Once a customer likes product it results in sale but only through verbal or written.
- An order letter is written by either the person or the company.
- Many companies use their own forms for merchandise or service-purchase order or order form.
- Most of time orders(Personal, company) are in letter format.
- Effective order letters must :
 - Give the information in clear format
 - No hints should be present
 - Complete description
 - Mode of payment
 - Where, when, how

Do's & Don'ts of Order Letter

- It should be addressed to the person responsible for executing the order
- It should include all terms and condition agreed by both the parties.
- Relevant details must be present(quality, price other T&C)

Complaint Letter

- A letter of complaint is an effective way to alert a company to a problem.
- A polite letter of complaint will help to resolve the problem.
- The following is structure of complaint letter:
 - Salutation
 - Introduction
 - Explaining the problem
 - Expressing dissatisfaction
 - Saying what you want
 - Closing the letter
- Effective complaint letters should be
concise,
authoritative,
constructive ,
friendly and
complementary tone.

Handling complaints

- Following are the different ways in which a complaint can be handled
 - Either accept it or reject it.
- The acceptance can be either when guilty or when not guilty.
- In either case company can conduct an enquiry and then accept the complaint.
- Rejecting can be done through direct approach by specifying the in acceptance through a friendly tone.
- Since many readers may not treat the rest of letter sympathetically , it may be preferable to prepare reader for eventual refusal through indirect approach.

Claims

- The claim letter is written to get claims and adjustments. It is written by both sides.
- A claim letter should be concise and exact.
- It is usually written due to unsatisfactory work or products.
- It should impress on the fact that the claim is genuine.
- The main aim is to motivate the reader to take immediate reaction.
- Claim letter can also state a sort of compensation or adjustment one expect.

Adjustments

- To act upon the grievances of genuine customer is termed as adjustment letter.
- Writer needs to be more polite.
- Proper verification of complaint is made.
- It should begin with appreciation.
- Follows up with good news of adjustments, reason should be explained.
- Language used should be mellow.

Business Memo

- MEMORANDUM(MEMO)- common form of communication.
- It is derived from Latin word- “memoro”- to mention, call to mind , or relate.
- Memos are usually confined to single topic .
- Three basic reasons to write a memo-
 - to persuade to action,
 - to issue a directive,
 - to provide a report.

Contd.....

- Memorandum(Memo) is a short piece of writing used by officers of an organization to communicate within the organization
- It is the most common form of written communication between people or departments/branch offices
- Some organizations insists small events / requests/telephone/conversations on official matters /recorded in the form of memos
- Memos have their utility It does not leave any scope for ambiguity & confusion /it can be used for giving instruction clearly

Purpose of Memos

- Informing employees
- Giving directions
- Outlying procedures
- Requesting data
- Supplying responses
- Conforming decisions

- Good memo includes- clear statement of purpose, factual information, statement of action
.

Standard Memo Format

- Every organization follows a standard pattern for memo.
- It includes :
 - Heading, opening, body, summary, closing and attachment.
- HEADING:
 - To: (readers' names and job titles)
 - From: (your name and job title, and your handwritten initials next to your name)
 - Date: (complete, current date)
 - Subject: (what the memo is about, the main idea of the memo summarized).
- OPENING: this statement makes the memo clear. it should be brief, and of short length.
- BODY: Includes the main information. Each paragraph should be short and not more than eight lines.
- SUMMARY(optional): if memo is longer, then summary paragraphs the key points.
- CLOSING: It should be brief, courteous ending to you memo.
- ATTACHMENTS: Add a notation if any particular attachment is there(graphs).

Memo Example

To : Lab Personnel

From: Sushil Kumar

Subject: Final test report requirements

Beginning Monday ,December 19,all our final test reports must indicate –

1. Test results
2. Dimension in proper order
3. The distribution list
4. Write the report immediately after the test
5. Be sure all terms are spelled correctly
6. Complete formulas

Circular

- The circular is in the form of a letter addressed to all office to all branches/departments
- Is drafted in such a way that the information is useful and understandable
- Purpose is to circulate information to the entire organization/department
- Inviting office staff to a party/installation of card punching machine in the office

Circular Example

ABC Limited
New Delhi

Circular number HR/09/2008/5

Date 06-09-2018

To all the employees

A four –hour computer –training program is arranged for all the employees on 25-09-2008,Sunday,in the office premises. The program will start at 10 A.M . All the employees are required to attend the program .

Sd/-
Rajesh Sethi
Human Resource manager

Report Writing

Report

- A report is a piece of factual writing, usually based on some kind of **research** or real-life experience. Report is not a letter. It usually focuses on factual information about the past, but should also include recommendations.

An effective report can be written going through the following steps

- Determine the objective of the report, i.e., identify the problem
- Collect the required material (facts) for the report
- Study and examine the facts gathered
- Plan the facts for the report
- Prepare an outline for the report, i.e., draft the report
- Edit the drafted report
- Distribute the draft report to the advisory team and ask for feedback and recommendations

Types of report

- Research Report
- Business Report
- Scientific Report
- Routine Report
- Investigation Report
- Project Report
- Director's Report

Structure of report

- Title page
- Table of Contents
- Abbreviations and/or glossary
- Acknowledgements
- Abstract
- Introduction
- Body
- Conclusion
- Bibliography

Features of good Report Writing

- It has a clear thoughts
- It is complete & self-explanatory
- It is comprehensive but compact
- It is accurate in all aspects
- It has suitable format for readers
- It support facts & is factual
- It has an impersonal style
- It has proper date & signature
- It has a reference to relevant details
- It follows an impartial approach

Common Mistakes in Report Writing

- Boring
- Errors
- Lengthy
- Language

Conclusion

- Reports in written form are useful for future reference.
- Provide adequate and correct information as well as statistical data to management and helps in decision making .
- Provides information of unknown facts ie new ideas new vision new solution to problem new research about a particular matter.
- Provides valuable information of all sectors in the business hence report are useful for solving the problem of various department.
- Acts as an important and effective internal tool of communication.