The pursuit of excellence demands groundbreaking practices, acute insight and expert skills. Backed up by decades of rigorous study and practical application, the industry leaders at CEG Australia deliver precisely the tools and strategies you need to reach the elite level.

Presentations That Pack a Punch

(Part two of a two-part series)

In part one, *Design Profitable Presentation*, we discussed how valuable group presentations can be when they are on a compelling topic and are targeted to the right audience. We now turn to how to deliver a winning presentation and then follow through in order to capture qualified prospects.

Practice Your Delivery
After practicing on your own, put together a test audience (colleagues, friends, family) and record your performance on video.

Review the recorded presentation at least three times. First, turn off the sound, and watch in fast-forward mode, where any annoying physical habits or motions will jump right out. Second, turn away from the picture and *listen* to the presentation to desensitise yourself to the sound of your own voice.

Third, watch the entire presentation—audio and video. Note any mistakes, evaluate your voice quality and delivery and be aware of how well you did with eye contact. Watch out for presenting too much detail: You're there to motivate attendees to take the next step, not to give a detailed education. Avoid jargon, acronyms and other technical terms. You're addressing a group of potential clients, not investment professionals.

A thorough diagnostic session can take up to two hours. When you're done, record yourself again (ideally in front of another test audience) and re-review. Speakers become great by practicing, honestly evaluating themselves and receiving coaching. The more you practice, the better you'll get.

Follow Through Effectively
As your presentation ends, repeat the free portfolio diagnostic offer, make available a highly credible leave-behind piece (ideally a white paper or other article that you've authored) and pass out evaluation cards. The evaluation card will ask attendees to rate the presentation and enquire as to any unanswered questions. It should ask about the attendee's interest in the free portfolio diagnostic offer and include space for contact information.

Respond quickly to everyone who accepts the free diagnostic offer—and also contact everyone who was unable to attend. Follow up with those who chose not to accept the free diagnostic offer. See if anything on the evaluation card gives you a conversation starting point, or just thank them for attending and let them know that you're always available.

Did your presentation succeed? If only a dozen people show up, and one or two qualified prospects in your niche agree to a meeting, this is certainly a success.