

BUSINESS PRESENTATION SKILLS

US 242840 / NQF Level 4 / Non-Credit Bearing

Business presentation skills are essential for anyone who wants to succeed in the professional world. A good presentation can persuade potential clients, impress investors, motivate employees, and showcase your expertise. Presentation skills include not only the content of your speech, but also the delivery, design of your slides, use of visual aids, and interaction with your audience. By mastering these skills, you can communicate your ideas clearly and confidently, and achieve your goals in any business situation.

This practical course will help you master the art of communication and presentation. You will learn how to plan your structure, engage your audience, and deliver your message with impact. You will also gain skills to handle questions effectively, respond confidently, and maintain your composure under pressure. By the end of the course, you will have the opportunity to showcase your new abilities by giving a presentation on a topic of your choice and receiving feedback. This course will help you be more confident and persuasive in your future presentations.

It is highly recommended that delegates also attend our PowerPoint training to further enhance their presentations.

WHO SHOULD ATTEND

- All persons required to make verbal presentations to small or large groups
- People who want to manage their nerves better when presenting in public
- People who often need to handle questions and objections when presenting.

HOW YOU WILL BENEFIT

- Understand how to present ideas, recommendations, opinions and proposals with confidence and persuasion
- Master the art of structuring presentations to guide the audience towards understanding and agreement with your message
- Increase your motivation to share your insights with an audience
- Develop self-control over your nerves and automatic reactions
- Enhance your performance skills to captivate and connect with your audience

Two-day course 08:30 -16:00

Tel: (031) 267 1229

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WHAT WILL BE COVERED

- Understand presenting as communication tool
- Understand that presenting to an audience is inviting listening for a purpose
- Understand your audience and use those insights to guide your message
- Practice planning your presentation
 - Creating a powerful start
 - Organising your talk using structures
 - Creating clarity and brevity (conciseness)
 - Engage with your audience
 - Engaging all senses
 - Creating a strong ending
- Explore how to use visual aids as a tool to support your presentation
- Enhance verbal and non-verbal communication by:
 - Being present and owning the space
 - Improving vocal production
 - Using body language to support your message and show confidence
- Overcome nerves by managing your emotions and changing your mindset
- Maintain poise throughout your presentation, especially when challenged
- Practice handling questions and objections with ease – using structures to be concise and confident
- Receive feedback to enhance awareness of strengths and weaknesses when presenting
- Celebrate success after you have presented.

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TABLE OF CONTENTS

<p>Module 1 Communication and presentations</p>	<p>Module 2 Use verbal communication skills to make an effective presentation</p>	<p>Module 3 Use non-verbal communication effectively to reach audience</p>
<ul style="list-style-type: none"> • Understand presenting as communicating • Understand the various forms of communication • Understand the communication process • Understand the use of group dynamics in presentations • Understand the similarities and differences between written and oral presentations • Create presentations • Structure presentations • Use presentation feedback for personal future growth 	<ul style="list-style-type: none"> • Use voice intonation effectively to create clarity and connect with your audience • Speak words clearly with confidence and with conviction, and pronounce correctly to allow the audience to be focused on the message • Use vocal aids correctly to amplify your voice • Use an appropriate conversational style to put the audience at ease to help them be receptive of the message • Use a natural delivery style and appropriate words and clearly express ideas • Build a rapport with the audience to establish trust during the presentation • Express your message naturally by focusing on the ideas being delivered • Use your voice appropriately with natural modulation to make it appealing to the audience • Handle questions and overcome any objections effectively 	<ul style="list-style-type: none"> • Use body language effectively to express ideas, opinions, and message to audience • Use personal space to meet individual or group preferences and/or cultural preferences • Use eye contact effectively to show interest in the audience • Use and maintain good poise to reinforce the spoken words and convey feelings • Control nervousness and other distracting habits effectively by being calm