Business Presentations
Advanced

Session 4: Sequencing a Presentation
Learning Objectives

Advanced

In this session, you will:

• Understand sequencing for an effective presentation.
• Practice the use of linking language to provide smooth transitions.
• Work on introducing main points, details, and transitions between main points.
Let’s Get Started

Advanced

Here is a part of a presentation made by the COO of a leading educational company. Complete this selection with the following words and phrases.

Moreover, we’re stepping up
As I’m sure you know
let’s turn to what this means
Therefore, we’ve decided to launch
According to our latest market research
I’d like to start with
Consequently, we’ve decided to dedicate
In addition, more and more
In addition to improved revenues
Furthermore, our online educational programs
Now that we’ve considered
Let’s move on to

_______________ a look at our current market position. We’re positioned as a market leader in education services, and revenues have been on the rise for the past three quarters. _______________, we’ve seen an explosion in brand recognition through our social media campaigns. _______________ are growing by leaps and bounds as more individual buyers and businesses adopt Internet options as viable solutions. _______________ more resources to support our adult education portals on the Internet.

_______________ our challenges. _______________, there is an incredible amount of competition in continuing education.

_______________, there are more than 250 educational providers that directly compete with us. _______________ state universities are reaching out to adults to satisfy their continuing education needs. _______________ a major marketing campaign this coming year. _______________ our efforts to not only supply continuing education opportunities, but to also provide content for educational providers. _______________ our challenges and how we’ll meet them head on, _______________ for company organization.
Let’s Practice
Advanced

Your coach will assign you a mini-presentation going through some of the main points provided. Use the language together with the cues to give your mini-presentation. Pay close attention to using pauses and linking language to guide you through the mini-presentation.

<table>
<thead>
<tr>
<th>Announcing Main Points</th>
<th>Transitioning to a New Point</th>
<th>Providing Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>I’d like to start/continue/finish with…</td>
<td>This leads to…</td>
<td>With respect to, …</td>
</tr>
<tr>
<td>At this point, I’d like to discuss/address/take a look at…</td>
<td>Let’s move on to…</td>
<td>According to…</td>
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<tr>
<td></td>
<td>Let’s turn to…</td>
<td></td>
</tr>
<tr>
<td></td>
<td>So much for … let’s move on to/turn to…</td>
<td>In addition,</td>
</tr>
<tr>
<td></td>
<td>Now that we’ve considered/discussed … let’s move on to/turn to…</td>
<td>In addition to…</td>
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<td>Moreover,</td>
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<td>Therefore,</td>
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<td>As I’m sure you know,</td>
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<td>As you can see,</td>
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</tbody>
</table>
Let's Practice

Advanced

Your company has decided to open new store locations in a variety of countries. The goal is to become an internationally recognized brand. You are giving a presentation to upper level management.

• **Main Point 1:** New stores to open in April
  – **Details:** Marketing campaign in local markets, including online social media campaigns, to help create buzz for opening
  – **Transition to Main Point 2**

• **Main Point 2:** Hiring new staff for each store
  – **Details:** Training required, hiring extra human resources personnel to help with training
  – **Transition to Main Point 3**

• **Main Point 3:** Expect to become international brand within two years
  – **Detail:** New international stores only the beginning, improved online presence to lead to recognition
Let's Practice

The regional government has made changes to laws regarding the hiring and firing of staff. Your presentation is to staff members from the human resources department.

• **Main Point 1:** Government has changed hiring policies
  – **Detail:** New minimum qualifications, also records for each interview will be required
  – **Transition to Main Point 2**

• **Main Point 2:** Changes in interviewing process
  – **Detail:** Fill out forms as you interview each new applicant, submit forms to human resources director
  – **Transition to Main Point 3**

• **Main Point 3:** Changes need to be in place by October
  – **Detail:** Human resources director will provide workshops
Let's Practice

Advanced

You are providing a seminar to customer service representatives, focusing on improving the customer service experience.

• **Main Point 1:** We sometimes forget that the customer is king
  – **Detail:** Customers want a conversation, not to be lectured on what they did wrong; people don’t forget bad customer service experiences
  – **Transition to Main Point 2**

• **Main Point 2:** Business depends on customer’s happiness that continues long after purchase
  – **Detail:** Each time customer calls for help, experience must be positive; focus on improving experience
  – **Transition to Main Point 3**

• **Main Point 3:** Change your attitude, improve our success
  – **Detail:** Words are important, how you say something counts, leads to repeat customers
Apply It!

Advanced

Think of a situation at work that you could present on. Give a brief presentation of your main points to your coach. Provide one detail to support each point. Use the linking language you learned in this session to transition from one point to the next.