Business Presentations
Advanced

Session 5: Supporting Your Point of View
Learning Objectives

Advanced

In this session, you will:

• Highlight the advantages and disadvantages of various solutions and situations.

• Practice supporting your point.

• Compare and contrast possible solutions.

• Discuss issues at work and possible solutions.
During a presentation, you will often highlight the advantages and disadvantages of various solutions and situations. Discuss the advantages and disadvantages for each of these situations.

1. Hiring a consultant to help with a specific project
2. Targeting a new demographic for one of your main products
3. Opening a new branch in a new city
4. Adopting a new software system that will be integral to your success
Let’s Discuss

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You are presenting your company’s latest electronic gadget to a group of consumers at an exhibition. Discuss the advantages and disadvantages of using the following three types of argument as support in the presentation. Once you’ve discussed the various options, choose the one that you think would offer the best support and explain your choice.

1. You want to impress the audience with the speed of the device.
   – Provide a research report on the speed of the processor compared to similar devices.
   – Demonstrate the device’s speed by actually using the device and projecting it on the screen.
   – Go in depth about the technical details that enable your device to be so fast.
Let's Discuss

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2. You’d like to leave the impression that your devices are trendsetting.
   - Show a short video clip of the target demographic using your device.
   - Compare and contrast the software improvements over previous models.
   - Compare and contrast your device with competitors’ devices.

3. You want to attract your audience by the low price point of the new device.
   - Speak about the advantages of your product compared to lower priced devices.
   - Provide a graph showing the dropping price of your devices over the past two years.
   - Give an example using a chart comparing price points of similar devices.
Comparing and Contrasting

Advanced

Comparing and Contrasting

<table>
<thead>
<tr>
<th>Showing Similarity</th>
<th>Providing Facts and Examples</th>
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<tbody>
<tr>
<td>Likewise,</td>
<td>In Sentences</td>
</tr>
<tr>
<td>Similarly,</td>
<td>like</td>
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<tr>
<td>Like</td>
<td>such as</td>
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<tr>
<td>Similar to</td>
<td>including</td>
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<table>
<thead>
<tr>
<th>Showing Difference</th>
<th>At the Beginning of Sentences</th>
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<tr>
<td>On the other hand,</td>
<td>For instance,</td>
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<td>In contrast,</td>
<td>For example,</td>
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<td>Unlike</td>
<td>To give an example,</td>
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<thead>
<tr>
<th>Comparing</th>
<th>Questions for Surprising Facts</th>
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<tbody>
<tr>
<td>is (almost) as ... as</td>
<td>Did you know... ?</td>
</tr>
<tr>
<td>isn’t (nearly) as ... as</td>
<td>Were you aware that... ?</td>
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<thead>
<tr>
<th>Contrasting</th>
<th>General Facts = Simple Present</th>
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<tbody>
<tr>
<td>Although/Though/Even though + phrase</td>
<td>Historical Facts = Simple Past</td>
</tr>
<tr>
<td>Despite/In spite of + item</td>
<td>Change over Time = Present Perfect</td>
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Let's Practice
Advanced

Challenge: How are long-term company interests for a chain of retail boutiques affected by the decision to buy or lease commercial space?

Possible Solutions:

– Begin by leasing, then move to purchasing if location proves ideal
– Purchase commercial spaces as a means of investment
– Lease commercial spaces to keep focus on boutiques’ look and feel rather than on the property itself

Your Preference: Lease commercial spaces to keep focus on boutiques’ look and feel

Supporting Ideas:

– Core competency relates to boutiques, not real estate
– Real estate investments are not always profitable
– Popular shopping locations change over time
– Company already carries remodeling costs for each location
Apply It!

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Think of an issue at work. Weigh the pros and cons of two possible solutions, comparing and contrasting the different aspects. Make your recommendation to your coach.