Business Presentations
Advanced

Session 7: Responding to Your Audience
Learning Objectives

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In this session, you will:

• Choose the best way to respond to questions in a presentation.

• Practice handling interruptions that may occur during a presentation.

• Practice answering questions at the end of a presentation.
Let’s Discuss

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Choose how you would respond to each question, using one of the four answer choices for each of the presentation situations.

How Will You Respond?

a. Answer the question directly.
b. Avoid giving away company secrets while answering in part.
c. Admit that you don't know the answer and offer to find out.
d. Change the subject.

Questions

1. *When will you launch the next version of your (our) product?* - Answer: *in March*
   - Presenting to consumers at a trade show
   - Presenting to potential investors
   - Presenting to management
Let's Discuss
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How Will You Respond?

a. Answer the question directly.
b. Avoid giving away company secrets while answering in part.
c. Admit that you don't know the answer and offer to find out.
d. Change the subject.

Questions

2. Are there any better solutions than your (our) product? – Answer: Yes, two competitors have better products.

• Presenting to consumers at a trade show
• Presenting to potential investors
• Presenting to management

3. Do you have any plans to improve customer service to address recent customer complaints? – Answer: You don’t know if there are any plans.

• Presenting to consumers at a trade show
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How Will You Respond?

a. Answer the question directly.
b. Avoid giving away company secrets while answering in part.
c. Admit that you don't know the answer, and offer to find out.
d. Change the subject.

Questions

4. *How has the slow economy affected the growth of your (our) company?* –
   
   Answer: Sales have been trending lower over the past three quarters.

   • Presenting to consumers at a trade show
   • Presenting to potential investors
   • Presenting to management
Let’s Practice

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In these role-plays, you will respond to questions either during your presentation or at the end of a presentation.

I. Interruptions
You will be interrupted during a presentation you are giving at a staff meeting. Respond to the interruption based on the cues.

The staff meeting discusses the new vacation leave policy for the company.

• **Role A:** You are the presenter. You should state that the new policy will go into effect in June. You should also respond politely to an interruption. You should ask the attendee for clarification, and then refer the question to the human resources director for a decision.

• **Role B:** You are an attendee at the staff meeting. You will interrupt the presenter and ask whether existing vacation requests need to be resubmitted.
Let’s Practice

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II. End of Presentation
It’s the end of your presentation and time for questions.

This presentation announces the product launch of a new cellular phone app.

• **Role A:** You are the presenter.

• **Role B:** You are an attendee at the presentation. You should ask the presenter clarification questions and follow-up questions about the new app.
Apply It!

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Think of questions you might be asked in your next presentation, and practice answering those questions.