

NETWORKING



PRESENTATION
SKILLS

AGENDA



- ❧ Influencing, Pitching and Networking Effectively – The Skills to Succeed
- ❧ How to influence others and create an air of leadership
- ❧ Controlling situations by dealing effectively with problems and opportunities
- ❧ Learn the tools of successful networking for both personal and business development
- ❧ Understand the 9 tips for delivering successful pitches

Persuasion and Leadership



4 Elements of Persuasion

Credibility

Is built on trust and expertise. It must be earned. People / Clients will believe you have expertise and are worthy of their trust if you exercise sound judgment and demonstrate a history of success

Understanding the Audience

Identify the decision makers and centers of influence. Determine their likely receptivity and personal agendas.

Persuasion and Leadership



∞ 4 Elements of Persuasion

A solid argument

What is perfectly sensible to you may elude others – especially those who are already opposed to your ideas and prepared to resist

Effective communication

Don't mistakenly think that logic and rationality will win out and persuade people to your side.

Controlling Situations



- ❧ Be professional and confident at all times.
- ❧ Give concise, clear answers supported by facts, dates, times and references.
- ❧ Communicate the issues with solutions and act upon the solutions discussed immediately.
- ❧ Use active listening skills.
- ❧ Get team members involved, but communicate, communicate, communicate.

Successful Networking!



- ❧ The goal with networking is to build personal relationships. Look for the most popular groups in the room.
- ❧ Engage in Conversation and know who you are speaking to. Hand over a business card.
- ❧ Follow up after the meeting via email or call and begin to build a relationship.



You never build great friendships over one meeting you build friendships over years



SUCCESSFUL TIPS FOR
PRESENTING &
PITCHING

9 Tips for Successful Pitching

Know the Room



- ❧ Be familiar with where you will pitch.
- ❧ Arrive early walk around the speaking area and practice using the microphone and any visual aids.
- ❧ Layout any presentations you have prepared and always have extras.



Know The Audience



- ❧ Greet some of them as they arrive. It's easier to speak to a group of friends than to a group of strangers.
- ❧ Ask listeners questions or have them participate in an activity.
- ❧ Keeping your audience actively involved will hold their attention, increase their retention, and reduce your nervousness as your presentation becomes more of a dialogue than a monologue



Know Your Material



- ❧ If you're not familiar or are uncomfortable with it, your nervousness will increase.
- ❧ Practice your speech and revise it if necessary.
- ❧ Be prepared for questions and have a list of potential questions that may be asked

Relax



- ❧ Every presenter gets nervous before speaking or presenting a pitch.
- ❧ Being nervous means you care about giving a good presentation.
- ❧ Your nervousness produces adrenaline which helps you think faster, speak more fluently, and add the needed enthusiasm to convey your message.



Be Prepared



☞ Preparation is half the battle.

☞ Imagine yourself speaking, your voice loud, clear, and assured. When you visualize yourself as successful, you will be successful.

Realise that people want YOU to succeed



- ❧ Audiences want you to be interesting, stimulating, informative, and entertaining. They don't want you to fail.



Be Concise



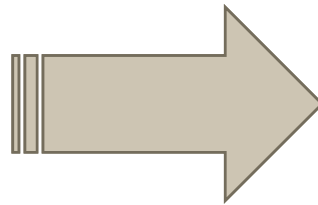
- ❧ Don't use hundreds of words when a few will suffice
- ❧ **Don't apologise.** If you mention your nervousness or apologise for any problems you think you have with your speech, you may be calling the audience's attention to something they hadn't noticed.



Turn Nervousness into Positive Energy



- ☞ Harness your nervous energy and transform it into vitality and enthusiasm.
- ☞ BE positive and don't be afraid to show it!



Gain Experience & Confidence.



- ☞ Experience builds confidence, which is the key to effective speaking.
- ☞ Show your confidence and allow your audience to feel it.



Questions



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