

# 4 TIPS TO IMPROVE PRESENTATION

Boring presentations are all too common in the business world. Giving a boring presentation is torture to your audience. Whether you are an executive with a large corporation or a direct sales representative giving a home party demo, you want your presentations to sizzle! If you are not getting bookings at your home party then you may want to look to the FUN factor in your demo!

Presentations need to spark interest and maintain attention in order to truly capture an audience. Here are 4 tips to help you create and deliver presentations that engage, motivate and captivate.



## 4 Tips To Improve Presentation

### 1. Create mental images and use your products as visuals

- Our sense of sight dominates our other senses in a presentation. We remember what we see far longer than what we hear. You should always **spice up your home party demo with images (showing your products)**. Even if you are not showing products in person, sharing images (like the catalog, or a flyer) with your audience along stories captivates and engages their emotions. The more captivating the mental images... the better!
- Text-based slides or flip charts are rarely effective for home parties. Using these usually puts the audience to sleep!

### 2. Use your time wisely

- Remember the **ten-minute rule**: attention tends to wane after ten minutes. This doesn't mean that you can only speak for ten minutes. However, you should have a *dramatic change in your presentation every ten minutes*. You can speak for ten minutes and then play a party game or ask for a volunteer to help with a demo.
- Share the time with the audience and engage them every step of the way. Don't stand up and lecture for an hour. **Engage the audience with questions and encourage them to participate**. If the audience members feel as if they are a part of the presentation they will be much more likely to stay interested. The easiest way to accomplish this is to move around. Mix with the audience rather than stand behind your table.



### 3. Create a presentation that flows

- **Your presentation should have a beginning, a middle and an end.** Just as a writer uses bullet points, a speaker should also break the presentation into specific and easy to understand thoughts and ideas. One section should connect to the next; the more seamless the transition, the more you will hold your audience.
- Create questions: “Can anyone relate to xyz”...”Raise your hand if”. Make inquiries of your audience is one of the best ways to keep them engaged. **Ask open-ended questions** (and wait for the answer!) to create even more interaction. Answers to open-ended questions often spark more discussion and debate, and hopefully a broader education.

### 4. Use a variety of speech patterns

- Change the tone, speed and level of your voice throughout the presentation.
- Don't be boring! Fun is a commodity that people actually are willing to pay for!

### No BOOKINGS?

- Then look at your presentation! Use these tips to perfect your party presentation!
- Practice your presentation in front of the mirror, on video, or with a friend or family member.
- Most people know boring when they hear it. Listen to yourself or have someone else listen to you before you go in front of team members or potential customers at a home party show.