A POCKET GUIDE TO PUBLIC SPEAKING

4TH EDITION

Chapter 29

Business and Professional Presentations

Presentational Speaking

- Reports delivered by individuals or teams

- Address people in the workplace

- Less formal than public speaking

- Likely to be a captive audience

- Speakers considered "first among equals"

Sales Presentations

- Also known as a sales pitch

- Attempts to sell something to an audience

- Persuasive in nature

Sales Presentations (cont.)

- Audience
  - ▶ Depends on who has purchasing authority
  - ▶ Some presentations are invited
  - ▶ Some presentations are "cold sales"
    - ▶ Presenter approaches first-time potential buyer
  - ▶ May be an intermediary

Sales Presentations (cont.)

- Organization
  - Organize like a persuasive speech
  - Comparative advantage sequence pattern
    - Choice between competing products
    - Buyer seeks reassurance of superior product

Sales Presentations (cont.)

▶ Problem-solution or problem-cause-solution

    ▶ Product needed to solve a problem

▶ Motivated sequence or basic sales technique

    ▶ Focuses on audience needs

    ▶ Appeals to buyer psychology

Sales Presentations (cont.)

▶ Motivated sequence sales presentation

- ▶ Draw potential buyer's attention to the product.
- ▶ Isolate and clarify the buyer's need.
- ▶ Describe how the product satisfies that need.
- ▶ Invite the buyer to purchase the product.

Proposals

- May be strictly informative or persuasive

- Audience
  - May be an individual or group
  - Careful adaptation to audience is critical

Proposals (cont.)

- Organization of lengthy proposals
  - ▸ Introduce the issue and state the problem.
  - ▸ Describe the method of investigation.
  - ▸ Describe the facts learned.
  - ▸ Offer explanations and interpretation of findings.
  - ▸ Offer recommendations.

Proposals (cont.)

- Organization of brief proposals
  - ▶ State your recommendations.
  - ▶ Offer a brief overview of the problem.
  - ▶ Review facts that recommendations are based on.

Staff Reports

- Presented to managers or employees

- Informs of new developments affecting them

- Reports on completion of a project

Staff Reports (cont.)

- Audience
  - ▶ May be a group or an individual
  - ▶ Information provided is used to
    - ▶ Implement new policy;
    - ▶ Coordinate other plans;
    - ▶ Make other reports to other groups.

Staff Reports (cont.)

- Organization
  - ▸ State the problem/question under consideration.
  - ▸ Provide a description of procedures/facts.
  - ▸ Discuss/analyze the most pertinent facts.
  - ▸ Provide a concluding statement.
  - ▸ Offer recommendations.

Progress Reports

- Similar to staff report

- Audience can include people outside the organization

- Provides updates on an ongoing project

Progress Reports (cont.)

- Audience may include
  - ▶ Supervisors, clients, or customers;
  - ▶ Developers and investors;
  - ▶ Company officers;
  - ▶ Media representatives;
  - ▶ Same-level co-workers.

Progress Reports (cont.)

- Organization
  - ▸ Briefly review progress.
    - ▸ Up to time of previous report

  - ▸ Describe new developments.

  - ▸ Describe personnel involved and activities.

Progress Reports (cont.)

▸ Detail time spent on tasks.

▸ Explain supplies used and costs incurred.

▸ Explain any problems and their resolution.

▸ Provide estimate of tasks to complete.

Crisis-Response Presentations

- Purposes
  - To reassure an organization's various audiences
  - To restore its credibility

- Often conveyed via media
  - Television and radio

Crisis-Response Presentations (cont.)

- May be one or multiple audiences

- Organization
  - ▸ Variety of strategies
    - ▸ Simple denial to admitting responsibility
  - ▸ Based on persuasion and argument
  - ▸ Sound reasoning and evidence are essential

In the Classroom: Case Study Presentations

- Case study
  - Detailed analysis of a business situation
    - Situation is either real or realistic
  - Often assigned to business students
    - Expected to consider the study carefully

In the Classroom: Case Study Presentations (cont.)

- Students typically report on
    - Description/overview of the major issues;
    - Statement of major problems and issues;
    - Identification of relevant alternatives;
    - Presentation of the best solutions;
    - Recommendations for implementing solutions.