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How to Present and Sell your Project

Presented By: Germain Aoun



“According to [Forbes](#), 70% of employed Americans agree that presentation skills are critical for career success. The other 30% probably don’t know it yet.”

Fear of presenting is like fire...

... you burn, run away, or roast marshmallows.



Courage is not the absence of fear, but rather the assessment that something else is more important than fear.

- Franklin D. Roosevelt

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- I. Tell a Compelling Story
- II. Focus your Content
- III. Hone your Public Speaking

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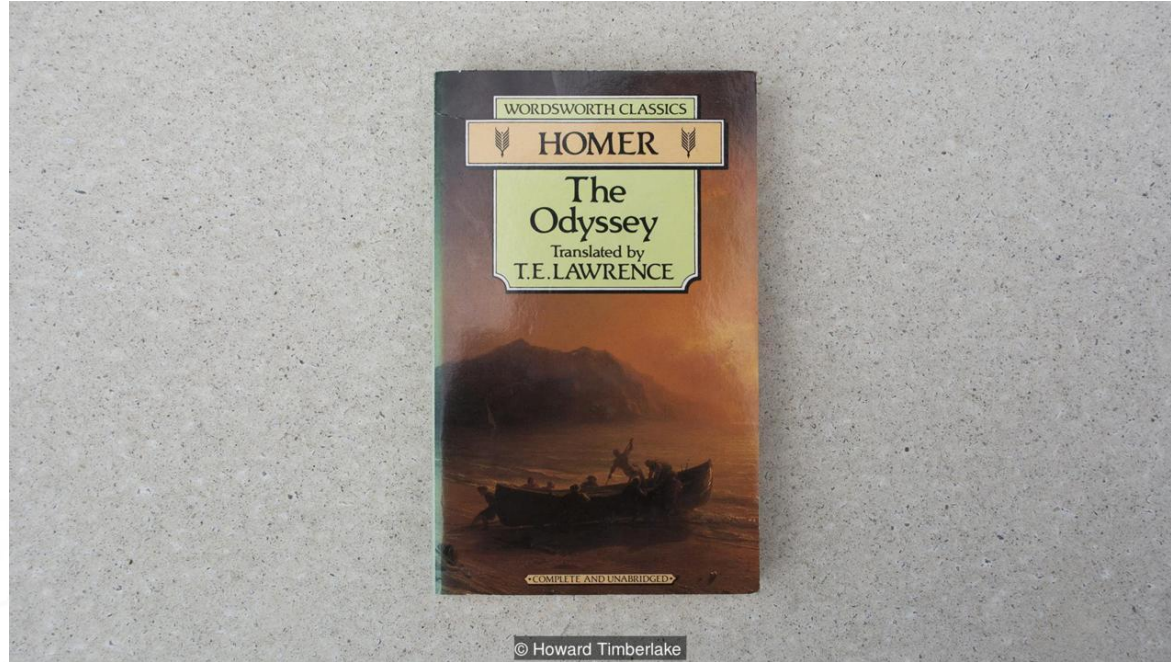
The best way to sell a complex project/product/idea is by sharing a customer success story

*“What unites people? Armies? Gold? Flags? Stories.
There’s nothing in the world more powerful than a good
story.*

Nothing can stop it.

No enemy can defeat it.”

- Tyrion Lannister, GoT S8E6



[BBC poll](#) on top stories that shaped the world
– May 2018

95% of our decision making takes place subconsciously. People buy with emotions and then justify with logic.

- Telling a story helps your audience:
 - Remember relationships between your messages
 - Compare with their own experiences
 - Feel the need/urge to act
 - Become more convinced
- Logic speaks to the brain, stories speak to the heart.

Storyboarding

“At our studio we don't write our stories, we draw them.”

- Walt Disney

Product Launch

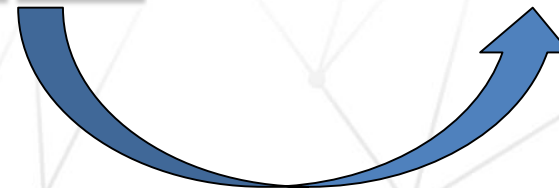
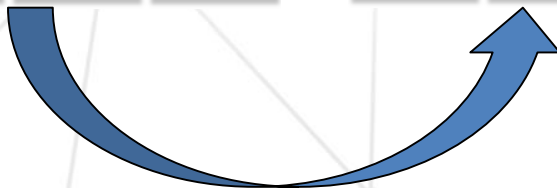
Title	Agenda	Introduce Brand	Our Team
Overview of Industry	Problem / Why we Launched the product	Research Findings	Solution our brand offers
Our Product Range	Target Market	Segmentation	Positioning
Prices	Product Benefits/ Features- 1,2,3,4,5,6	Call to Action	Thank You

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FINAL OUTLINE

Research Finding #1	Research Finding #2	Introduce Brand	SECTION HEADER The Problem	Problem #1
Problem #2	Problem #3	Problem #4	SECTION HEADER WHY CHOOSE US	Reason #1
Reason #2	Reason #3	SECTION HEADER OUR PRODUCTS	Product Range 1	Product Range 2



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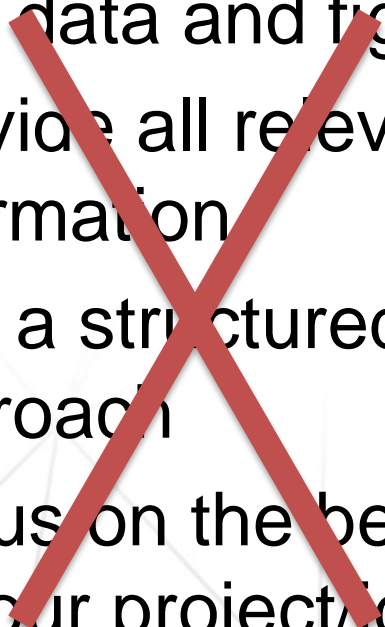
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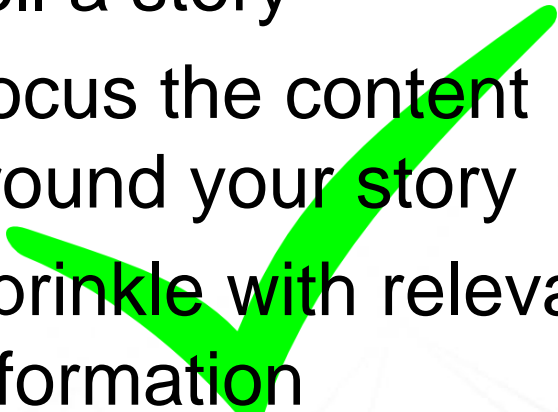


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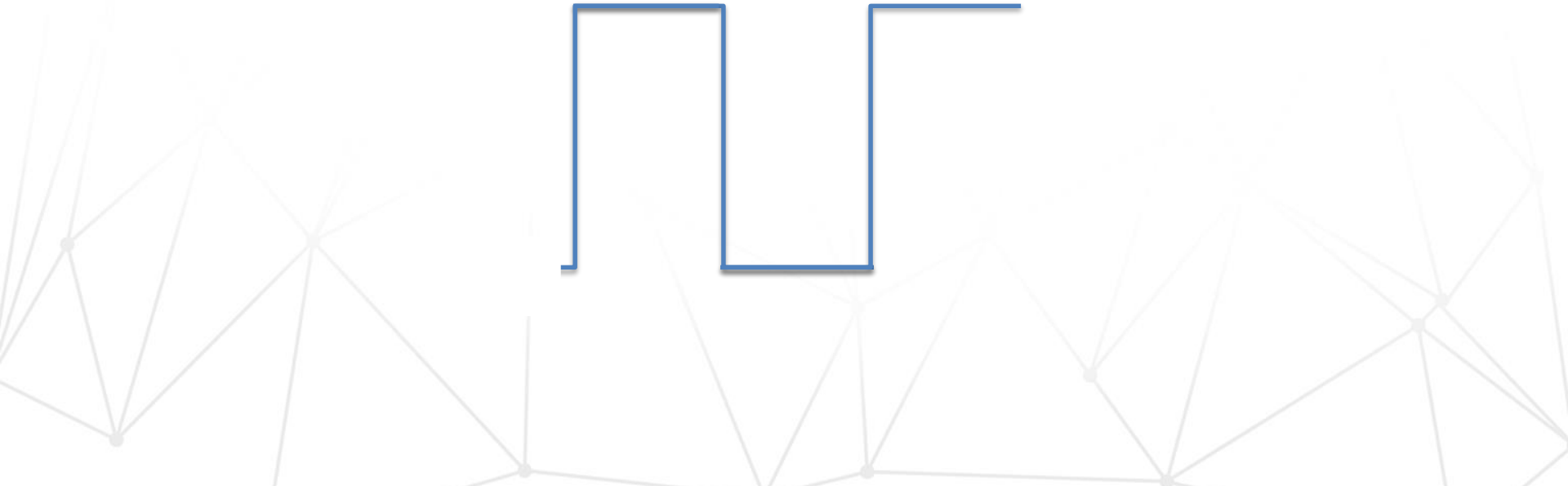
“The more you leave out, the more you highlight what you leave in.”

- Henry Green

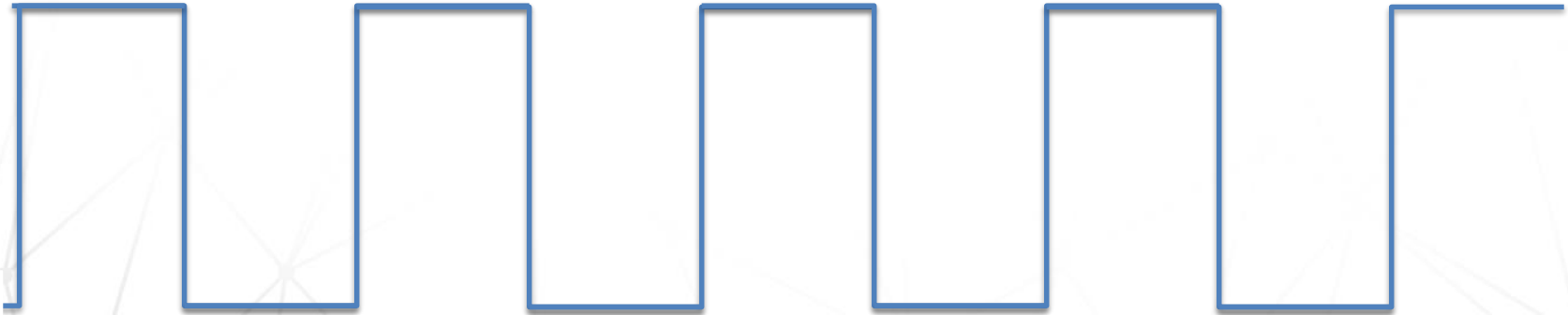
- Use data and figures
 - Provide all relevant information
 - Use a structured approach
 - Focus on the benefits of your project/idea
- 

- Tell a story
 - Focus the content around your story
 - Sprinkle with relevant information
- 

Typical presentation



Expert presentation





Preparation

Construction

Rehearsal

Body language





2019

NATIONAL CAPITAL
PROJECT MANAGEMENT
SYMPOSIUM

Contrast Matters!

Contrast Matters!

Contrast Matters!

Contrast Matters!

Contrast Matters!

Contrast Matters!

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People will use the presentation tool they:

- Have access to;
- Think is easier;
- Are most familiar with;
- Know will work on their presentation device.



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Whether you believe you will succeed or you will fail, you are right. Cliché, but true!

The most intelligent presenters are usually the most harsh toward themselves and the message they say... Don't be like them!

Your audience does not care much about
how much you know until they know how
much you care

- Understand the context of the presentation toward the audience (budget cycles, product life cycle, reorganization, hostile environment, etc.) and take hints of each audience member's hidden objectives.
- Anticipate obstacles (pointer, microphone, desk, etc.) and create solutions to accomplish the presentation's goals.
- Practice, practice, practice!

Tip: Use an assertive sentence structure
(e.g. what + how + fact)

Tip: Questions and answers should be
questions and messages

Make success inevitable

- Know your audience (prior to your presentation)
- Practice, practice, practice (with distractions)
- Sprinkle your story with humor and emotions
- Know your material
- Control your body language
- Defeat your fears!
- Test the equipment/stage if possible
- Prepare for plan B (technology issues, schedule change)
- Anticipate questions/issues and prepare answers/solutions.

YOU ARE IN CONTROL

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