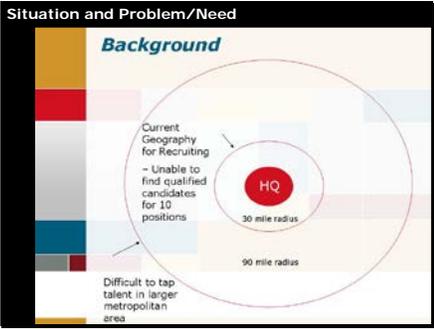
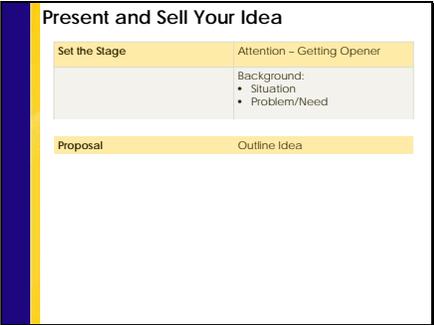


Present and Sell Your Ideas

 <p>Presentation Mastery</p> <p>Present and Sell Your Ideas</p> <p>Business Edge Speaking Group Speaking Group Workshop # 7</p>	<p>Our value in business comes from our ideas and our ability to communicate them. Learning to present and sell ones ideas is a critical skill.</p>								
 <p>Case Study</p> <p>Putting The Presentation Together</p> <p>Dan Larson, VP HR</p> <p>Will be presenting to Senior Management</p>	<p>I have chosen a case study in order to share with you how to put a presentation together when presenting and selling your ideas. In our case study, Dan Larson, the Vice President of HR, will be presenting to the senior management at his company.</p>								
 <p>Case Study</p> <p>Objective: Approve a pilot project in Telecommuting</p>	<p>He will be making a presentation on telecommuting with the objective of obtaining approval from the team to launch a pilot program.</p>								
 <p>Present and Sell Your Idea</p> <table border="1"> <tr> <td>Set the Stage</td> <td>Attention – Getting Opener</td> </tr> <tr> <td></td> <td>Background: <ul style="list-style-type: none"> • Situation • Problem/Need </td> </tr> <tr> <td>Proposal</td> <td>Outline Idea</td> </tr> <tr> <td>Five Questions Audience Asking</td> <td> 1. Why Should I Care? 2. What's at Stake? 3. What is Your Proof? 4. Have You Addressed my Objections? 5. What will Success Look Like? </td> </tr> </table>	Set the Stage	Attention – Getting Opener		Background: <ul style="list-style-type: none"> • Situation • Problem/Need 	Proposal	Outline Idea	Five Questions Audience Asking	1. Why Should I Care? 2. What's at Stake? 3. What is Your Proof? 4. Have You Addressed my Objections? 5. What will Success Look Like?	<p>Here is the format that Dan will be using to put his presentation together. This format is ideal when needing to present and sell an idea.</p>
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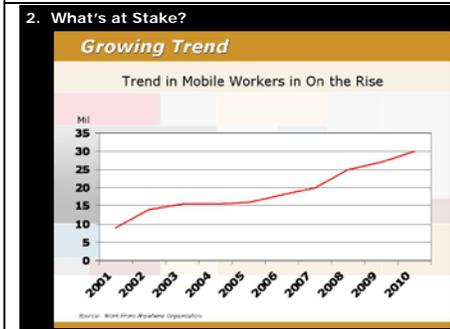
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Set the Stage	Attention – Getting Opener				
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<p>Title Slide</p> 	<p>Here's Dan's presentation title slide. His proposal is "Telecommuting as a Growth Strategy"</p>				
<p>Attention-Getting Opener – a story</p> 	<p>Dan chooses an attention-getting opener that tells the story of one employee who has requested more flexibility in her schedule and would like to telecommute two days a week.</p>				
<p>Situation and Problem/Need</p> <p>Background</p> 	<p>He then shares the background. Dan shares that he has received requests from 10% of the employees to telecommute.</p>				
<p>Situation and Problem/Need</p> <p>Background</p> 	<p>Dan also adds another problem that is relevant. It turns out that the company is having difficulty filling key positions.</p>				

	<p>And part of the difficulty is due to the fact that most people live outside of the typical commute of 30-45 minutes and therefore are not applying for positions.</p>
	<p>Now that Dan has set the stage it is appropriate that he outline his proposal</p>
	<p>Dan chooses to do it by asking a question. "Is Telecommuting Right For Our Organization?"</p>
	<p>Now Dan moves into the five questions the audience is asking. He uses these questions to structure his content.</p>
	<p>The first question is Why Should I Care? Dan knows that his audience cares about their employees so he starts with the benefits to the employees for telecommuting</p>

1. Why Should I Care?

- Can Recruit from a Larger Geography
- Can Keep Valuable Employees who Move Because of a Spouse
- Helps Attract Good Employees
- Your Team Achieves More

Then he follows that up with the benefits to the managers. Everyone in the room is a manager so Dan knows they'll respond to these items.

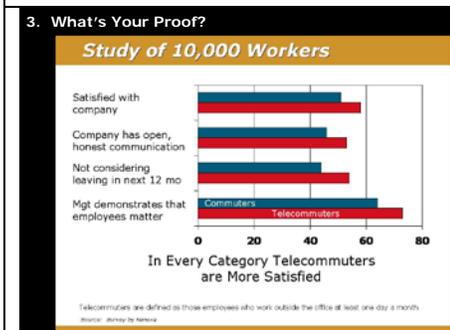


Next Dan moves on to the second question, "What's at Stake." Dan knows that telecommuting is a growing trend and that as more and more companies offer it, that employees will come to expect it. So he shares with the senior management team the growing trend in telecommuting.

2. What's at Stake?

If we do not offer flexible work arrangements, we will not be able to attract and retain the best people.

And then he correlates the trend to what is at stake for the company:
 "If we do not offer flexible work arrangements, we will not be able to attract and retain the best people."



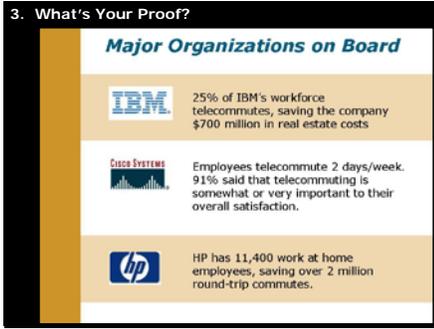
Dan now needs to provide proof that telecommuting is a solution to their problem. Dan has chosen a study to show that telecommuters are more satisfied than other employees.

3. What's Your Proof?

In every study for the past two decades workers have been shown to be 10% - 15% more productive when working at home

American Telecommuting Association

He then goes on to share this quote from an authority, "The American Telecommuting Association" which says that telecommuters are 10-15% more productive when at home.

<p>3. What's Your Proof?</p> 	<p>And lastly he shares what other organizations are doing as proof that it works</p>
<p>4. Have You Addressed My Objections?</p> 	<p>Dan knows that he must address any objections that the group might have. In Dan's case he knew that many of the managers were concerned that their employees wouldn't be productive at home. So he puts up this slide. "You might be thinking, 'Out of Sight, Out of Mind.'" Then Dan went on to say, " But with technology today...</p>
<p>4. Have You Addressed My Objections?</p> 	<p>Our employees can be "In Sight" with Instant Messaging and a Webcam. Dan emphasized to the management team that this technology tells you who's at their desk just as easily if they were down the hall from you.</p>
	<p>I'm sure you've seen ads like this showing what success looks like. They are effective for a reason. And that is why the last question Dan must answer is,</p>
<p>5. What Will Success Look Like?</p> 	<p>"What will success look like? Dan comes back to an earlier slide about the benefits of telecommuting and then links those benefits to growth and opportunities. And he closes by asking for approval to launch a pilot project.</p>

<p>Do I need to answer all five questions every time?</p> <p>No. It all depends on your audience, the topic and how likely they are to adopt your proposal.</p>	<p>One question we get often asked is, “Do I need to answer all five questions every time?” CLICK And the answer is No. It all depends on your audience, the topic and how likely they are to adopt your proposal.</p>								
<p>Do I need to answer the questions in the order you have listed them?</p> <p>No. The order we shared is one option. You can change the order as needed so that you can best make your case.</p>	<p>Another question we also receive is, “Do I need to answer the questions in the order you have listed them?” CLICK And the answer is No. The order we shared is one option. You can change the order as needed so that you can best make your case.</p>								
<p>What other questions might I need to answer?</p> <ul style="list-style-type: none"> • What resources will be required? • What is the cost or return on investment? • What other options did you consider and why is this the best option? • What is the time line or major milestones? • How will you measure success? 	<p>And lastly we also get asked, “What other questions might I need to answer?” CLICK Here are some possible questions.</p>								
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