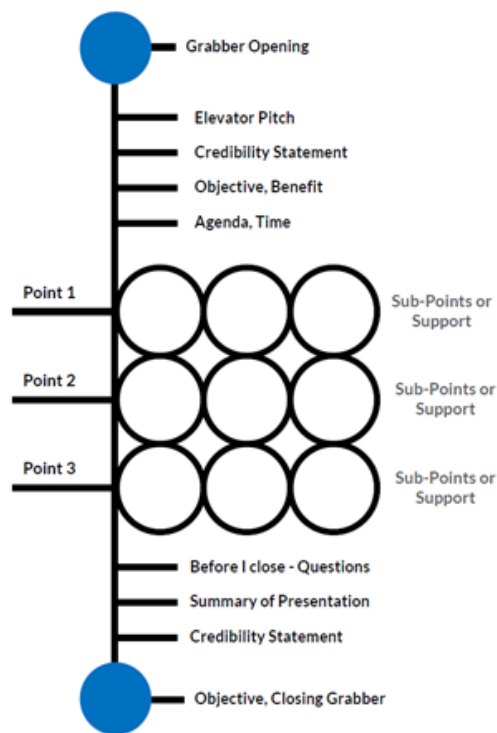
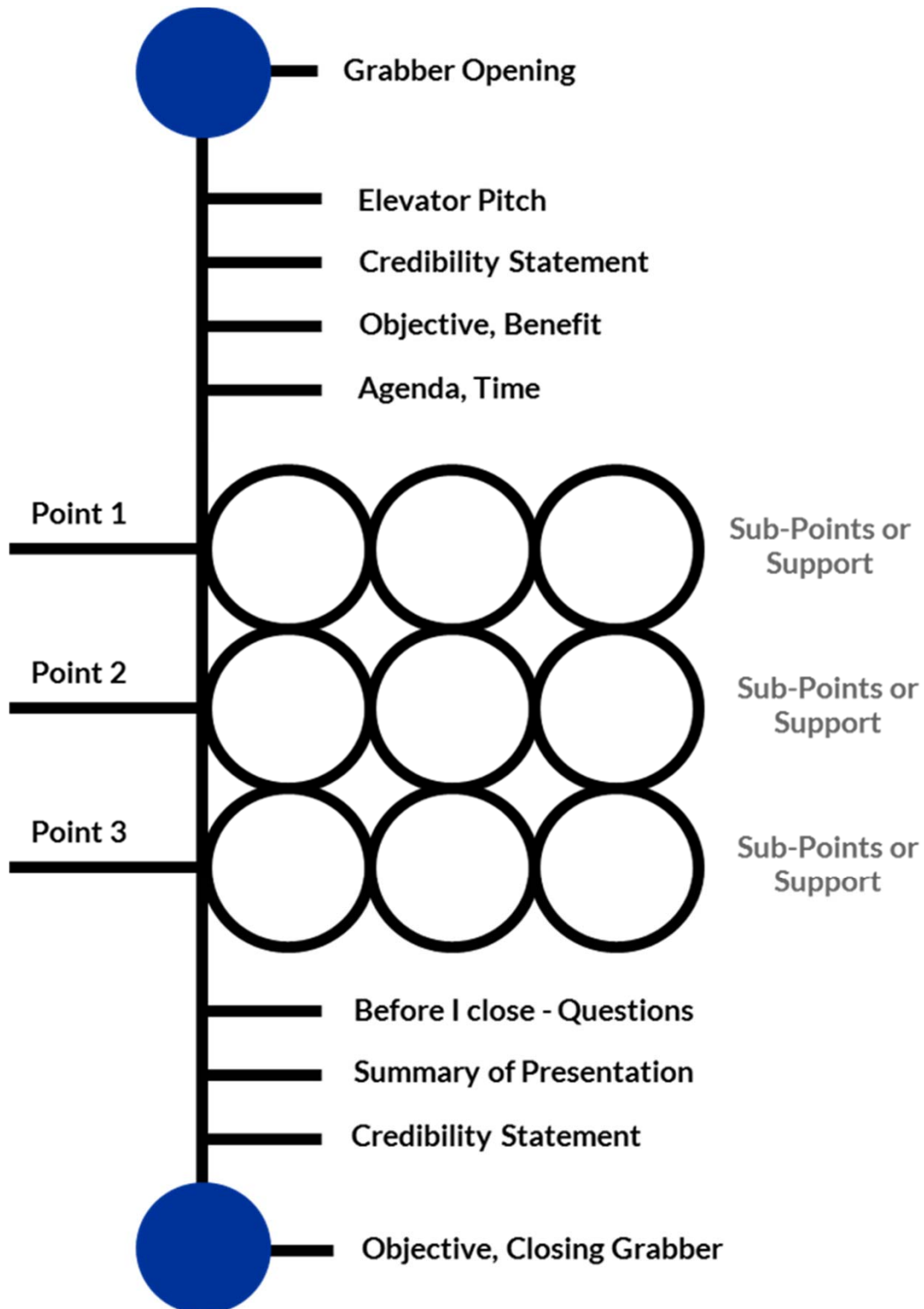


What Works![®]

Presentation Fishbone Template and Description



What Works! Presentation Template[®]



Description of Fishbone Presentation Template

Grabber Opening

Description: Most people remember the first two minutes and the last two minutes of our presentations. We want to grab their attention right from the start. A grabber opening can be your audience's number one challenge, a fact, a statistic, a customer success story, a provocative statement or question, an "imagine if" statement, or anything else you can think of to get your audience's attention right away. The grabber should be relevant to your audience and tie in directly with your objective or goal. Include value wherever possible.

(Suggested time 15-30 seconds)

Elevator Pitch

Description: Most people will often deliver their presentation without ever introducing themselves clearly and concisely. The "Elevator Pitch" is designed to tell your audience in thirty seconds or less:

1. Who you are
2. What you do
3. Who you work with
4. How you help people (include a key benefit)

It sets the stage for your presentation. Keep in mind, this doesn't apply if someone is introducing you. In that case, you would provide them with an introduction to read.

Example: My name is Tom Drews. I deliver sales presentation skills workshops for all kinds of companies, including Cisco, Symantec and Bell Mobility. We help sales people effectively communicate their value, so they can shorten their sales cycle, beat the competition and close more business. But don't take it from me...(transition to credibility statement).

(Suggested time 15-30 seconds)

Credibility Statement

Description: The credibility statement is intended to lend "credibility" to your product or service, or your objective, or in some cases you. For instance, if you're selling a product, then a testimonial from a credible customer would be a credibility statement. It could be a fact, a statistic, a testimonial, a quote from a magazine, a news source, or a statement from anywhere else you can think of that would lend credibility to your initiative.

(Suggested time 15-30 seconds)

Objective

Description: The vast majority of presenters fail to clearly state their objective. An objective statement is what you actually want your audience to get out of your presentation. What you want them to walk away with. How you want to influence them. And, what you want them to do. I believe, if you don't ask, the answer is usually "No." The objective serves as a guide for you, and it also paints a picture in the audience's mind of what you want them to do.

(Suggested time 15-30 seconds)

Agenda

Description: Most people start their presentation with the agenda, which is a bit boring. That said, it's essential to include an agenda. Just not at the beginning. The agenda will let your audience know exactly where you're going with your presentation and what you plan to cover. It keeps them on track, and it serves as a guide for you to stay on track, as well. "During the next thirty minutes, I'll walk you through the following: One, two, three, and so on."

(Suggested time 15-30 seconds)

Body of Presentation: (Develop each point in your presentation)

Agenda Item #1:

Your Agenda Item #1:

Agenda Item #2:

Your Agenda Item #2:

Agenda Item #3:

Your Agenda Item #3:

Agenda Item #4:

Your Agenda Item #4:

Agenda Item #5:

Your Agenda Item #5:

Q&A

Description: Depending on your situation, it's always a great thing to weave in questions and answers throughout your presentation. Interaction keeps people awake and alive. It also provides you with an opportunity to address competition or any objections people might have.

Example: "Before I close, I'd like to open it up for any additional questions you might have..." And then when you're out of time then you can say, "We have time for one more question."

Summary

Description: Summarizing our key points helps to reiterate and solidify the message and value you've communicated to your audience.

Example: (Review highlights from your presentation)

Second Credibility Statement

Description: This is a second credibility statement. Please know it's different from the first. It can be anything, as long as it's different from the first. As a reminder, the credibility statement is intended to lend "credibility" to you, or your product or service, or your objective. For instance, if you're selling a product, then a testimonial from a credible customer would be a credibility statement. It could be a fact, a statistic, a testimonial, a quote from a magazine, a news source, or from anywhere else you can think of that would lend credibility to your initiative.

Example: "Anne Johnson, VP of HR at Citrix, had this to say: What Works! far exceeded my expectations. I highly recommend this program to anyone who wants to improve their presentation skills."

Closing Grabber

Description: This is very similar to the opening grabber. It's meant to have our audience walk away with a strong impression. It helps to leave your audience with a message they won't forget. Ideally, you can tie your grabber opening in to your grabber closing

Example: "As I mentioned earlier, you're currently losing 50% of your business to your closest competitor. We can help your sales people to design and deliver effective sales presentations, so you can beat your competition and continue to grow your business well into the future."

Next Steps

Description: If this is a sales situation, then a natural transition from the close of your presentation is to review next steps.

Example: “I’d like to open it up for discussion so we can determine the best way to move forward from here.” (Write down next steps with time frames included and move forward as planned).