CANDIDATE

INTERVIEW PRESENTATIONS

To make presentations more meaningful to your audience, communicate clearly in words and ways.

Relate

Tell a story so that your audience can compare something that is familiar to them with your product.

"...it's like a sports car."

Clarify

Make your points in a simple, straightforward way to avoid misunderstanding.

Convenience

Focus on the benefits and ease of use for the consumer.

"No complicated setup - just one key to turn!"

Handouts and leave-behinds remind viewers of key points.

Dramatize

"Imagine just three months from now, your manager will show your productivity has gone up by 62%!"

Analogies

Numbers

50% INCREASE

Drama

Effective

- Have a list of questions prepared to engage your audience.
- Always ask for feedback throughout and close for a decision at the end.
- But talk in terms of measurable accom-plishments.

Customize

Every customer has a favorite way of receiving information. Translate your presentation points into language each person can understand.

Tip

Rehearse and review your presentation in advance.

Effective Visuals

subtitle
- point 1
- point 2
- point 3
- point 4

- ✓ Visuals should be clear and simple.
- ✓ 4-5 lines of text per slide.