

# 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!"

## HOW IT WORKS

1 BUY



2 SET UP



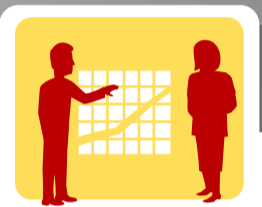
3 USE



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.

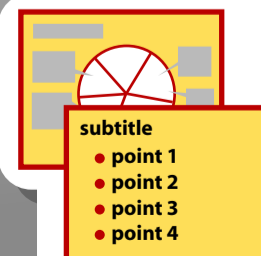


But talk in terms of measurable accomplishments.

## Customize

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

## Effective Visuals



✓ Visuals should be clear and simple.

✓ 4-5 lines of text per slide.



## Tip

Rehearse and review your presentation in advance.



Please visit our website, [www.ropella.com](http://www.ropella.com), for the complete text of Interview Presentations.

