

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.

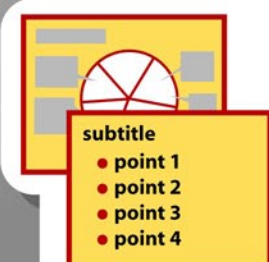


But talk in terms of measurable accomplishments.

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.

