

# BUSINESS NETWORK OF THE DESERT

## Promotional Talk Guide

This guide is designed to help members create an interesting and powerful presentation that will capture and retain your audiences attention during your entire presentation. Everyone should remember these speaking opportunities are great ways to let other members know in detail what it is you do and what your company offers to its customers. If you present yourself and your company in an exciting way, other members can get excited about what you do and offer as well. In business it is so important to constantly practice the way you speak to others about your business, perception is everything, try to think back to the last time someone was telling you about their business and try to think of how much you remember about what they said. Do you think you would remember someone's business that was monotone and seemed shy when they spoke to you, or do you think you'd remember someone's business if they were excited about their business and charismatic when they spoke to you. Try to make your presentation informational, yet exciting and fun when you speak in front of the group. This will be your chance to shine and boast a little about what you've worked hard to build and accomplish. So here are some tips you can utilize to help you create an awesome presentation.

### How Members will be Scheduled

1. All promotional presentations will be scheduled by the Vice President. If a member is interested in giving a presentation during the year they shall approach the Vice President with their desired date and the Vice President will check to see if the desired date is available. Do to scheduling restrictions of outside speakers they will be given first right to dates and scheduling. If an outside speaker can only come on a particular date and there is a scheduled internal speaker for the corresponding date the outside speaker will be given that date and the internal speaker will be rescheduled to the next available date. All members of the Business Network of the Desert are expected to perform at least one Promotional Talk per year, this should not be considered a chore but an opportunity to share what you do with the group.
2. Once the member has given their Promotional Presentation, they will no longer be eligible for another presentation until all other members have participated. Once all members have participated, then any member can give an additional presentation providing scheduling permits.

### Tips to Creating a Powerful Presentation

#### 1. Prepare Thoroughly

**Organize your ideas** – Use index cards to outline your presentation

**Practice, Practice, Practice** – Practice using your Props and rehearse your presentation and timing several times. Preparation helps rid nervousness.

**Bring plenty of materials** – Make sure to bring enough your materials and visual aids for everyone (i.e. Business Cards, Brochures, Handouts, Etc.)

## 2. Introduction

Write a short Bio or introduction of yourself. This will allow you to be introduced to the group properly.

## 3. Use Visual Aids

Use charts, handouts, brochures, questionnaires, diagrams, etc. Remember, nothing is better than visual aids and props to drive your presentation home and help viewers to remember your presentation.

## 4. Engage your Listeners

**Involve your listeners as much as possible** – ask questions that will cause your audience to think.

**Teach your viewers** – what to listen for when speaking with others that would generate a new lead or exchange of business with another member. Show your audience how to hunt for clues to get you leads. Explain what they should say to others when they want to refer you.

## 5. How are you different than your competition?

Explain how you are different than your competition, what do you do better or different (i.e. Customer service, something you offer that no one else does, etc.). Explain the inside tricks of your trade. This information will help others when referring you business because they will understand why it's so important to do business with you instead of someone else.

## 6. Have Fun!

Enjoy yourself, don't be petrified! Remember we all know each other, and yes sometimes it's hard to stand in front of a group of people and talk about ourselves but this is an important part of why we all belong to this group. So have fun, joke around, and remember humor always breaks the ice.