
Overview

You may need to make presentations to win work, sell your products or services, get funding or support, promote your business or promote changes and new strategies to staff or board members. Making successful presentations is important as it may help to boost your sales, bring more investment to your business or to take your business in a new direction.

You might do this if you need to:

1. ask for a loan or grant from a funding provider
2. take part in a sales event such as a network meeting or exhibition
3. present business plans or proposals to the board of directors or partners of your business or social enterprise

Make presentations about your business involves:

1. identifying the requirements of your target audience for the presentation
2. preparing a presentation in an appropriate format to suit the specific audience
3. communicating proposals, quotations or other relevant information to the intended audience in an effective way

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Performance criteria

You must be able to:

- P1 identify the requirements of your target audience for information
- P2 identify the main purpose of your presentation for your business
- P3 agree with the intended audience how and when to make the presentation
- P4 make the presentation in a manner that helps the intended audience to understand its content and promotes your business, its products or services
- P5 provide the audience with opportunities to ask questions and seek clarification on all aspects of the presentation
- P6 make sure any objections raised are properly recognised and responded to in a friendly, logical and professional way
- P7 make sure you stay within the limits of your personal authority and what your business can deliver
- P8 find ways to encourage your audience to agree with, approve or accept what you are proposing
- P9 make sure that any oral agreements are clearly understood by all the parties and followed up in writing

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Knowledge and understanding

You need to know and understand:

Making presentations

- K1 the purpose of your presentation (for example selling products or services, seeking a loan or grant or making recommendations to your board of directors or partners)
- K2 the key differences when making presentations in different contexts (for example formal or informal, face-to-face or in writing, group or individual, large or small groups)
- K3 how to identify and clarify the information about your business required by different audiences (for example extracts from business plans or details about the products or services)
- K4 how to identify the right format for making a presentation (for example written proposals, power point presentation, informal talk or a mixture of formats)
- K5 what is expected by your audience when making presentations in specific cases (for example preparing proposals or quotations in the house style or using other conventions recognised in business)
- K6 how to establish rapport with your audience
- K7 the techniques that can be used to influence people
- K8 how to deal with points of clarification about your presentation
- K9 how to respond constructively to any objections or criticisms about your presentation and maintain rapport with your audience

Products and Services

- K10 the features and benefits of the products or services of your business

Negotiation

- K11 what your business can deliver
- K12 the terms and conditions that you would be prepared to accept (for example knowing which products or services can be offered, and any discounts for bulk orders or special offers you can agree or knowing how much finance you need and what you can afford to pay for it)

Yourself

- K13 how to identify the limits of your authority to make decisions on behalf of your business without reference to others such as partners and other stakeholders

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Additional Information

Links to other NOS

1. WB2 Plan how to let your customers know about your products or services
2. WB3 Plan how you will sell your products or services
3. WB5 Sell your products or services
4. WB9 Bid for work for your business
5. MN7 Get finance for your business
6. BD10 Get support for a creative business idea

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Developed by	CFA Business Skills @ Work
Version number	1
Date approved	May 2008
Indicative review date	May 2010
Validity	Current
Status	Original
Originating organisation	Sfedi
Original URN	WB10
Relevant occupations	Business, Administration and Law; Managers and Senior Officials; Paralegal; Farmer; Director; Farm Manager; Unit Manager
Suite	Business Enterprise; Providing Legal Services; Agricultural Management'
Key words	success, business, idea, social, enterprise, customers, products, service, support, creative, idea, skills, needs, suppliers, cash, flow, legislation, marketing, market, trends, competitors, health and safety, VAT, equipment, costs, profit, staff, product; Legal Services