

Writing file 2

Writing a product presentation – the key message

1 Work with a partner and discuss these questions.

- 1 When did you last give a presentation?
- 2 What was it about?
- 3 How well did it go?

2 Read the advice about writing a presentation.

Work with a partner and decide if you agree with each piece of advice. Rewrite any that you disagree with.

- 1 Make sure your introduction is clear – this will motivate people to listen to you.
- 2 Put as much information as possible on each slide of your presentation.
- 3 Read out your slides as you present.
- 4 Include an outline slide of your talk so people know where you are going.
- 5 Have a concrete conclusion.
- 6 An audience will remember what you said, so you do not need to repeat yourself.
- 7 More is better.
- 8 Pictures and graphs are better than words.
- 9 Get your key message right – it's the most important part of the presentation.

3 Read the advice about the key message for a product presentation. Do you agree with the advice?

Many business people underestimate the difficulty of writing a presentation. A good presentation takes both time and effort. The most difficult thing is to ensure you get the key message right. What is the key message? – It's what you want to tell your audience about your product. Get it wrong and you will have wasted not only your time, but the time of your audience as well. A good key message should include:

- some reference to the audience
- a brief example of what your product can do
- the main action you would like the listeners to take as a result of your talk.

4 Read the key message. Does it follow the advice?

As you are all sales managers, I am **certain** that by the end of this talk you will be **determined** to use our new sales tracking software. It gives you up-to-the-minute data on what is being bought and by whom. In fact, the system is so **impressive** that I am sure you will be queuing up to buy the software as soon as this presentation is over.

5 Work with a partner and answer the following questions

- 1 Who is the key message for?
- 2 What will the audience want to do by the end of the talk?
- 3 Why will they want to do that?
- 4 When will they do it?

6 Work with a partner. Look at the words in **bold** in the key message. Can you think of other words with similar meanings that could be used in their place?

7 Think of a product that you know well. Write a key message for that product.

8 Exchange key messages with a partner. Read the key message. Does it follow the rules in 3?