

THE IMPORTANCE AND ROLE OF BUSINESS PRESENTATION

1. **Introduction:** Every day, employees of various companies around the world find themselves in career-defining speaking situations. Presentations like these often involve high stakes and are presented to busy people with the power to influence careers. Different business presentations can make or break your career. The technical briefing, a straightforward presentation to inform, can cause trouble if you lose your audience. For the proposal, you must advocate an idea, product or course of action, and convince others to agree. You may have to present complicated material to a nontechnical audience. Business is all about selling - a product, topic or concept. When making a business presentation, the most important thing is to know your material. If you do not know everything about what you are selling, it is not likely that the audience will be buying.

2. **The Importance of Business Presentation:** Engaging and connecting your client to your process is the key determinant of your success as a creative business. Communicate your ideas well and you will earn trust to continue building the relationship. Your final product will then be the by-product of the relationship not the definition. Companies primarily use business presentations to share information with employees, managers and executives. Important information can include company strategies or information about corporate policies. Human resource managers may use business presentations for social issues, such as business ethics or sexual harassment training. There are also several other key reasons business presentations are important:
 - **Market and Competitive Information** – Business presentations inform executives and managers about key markets and competitive strategies. For example, a marketing manager may describe how sales in the industry are trending. Sales may be trending upward in some markets and downward in other markets. Informing company management about the best markets can better help them develop marketing strategies for each individual market. Additionally, managers can also learn more about competitive marketing strategies through business presentations. Hence, company managers can use the information to develop counter strategies or marketing plans.
 - **Company Performance** – Business presentations are important because they enable executives to share details on a company's performance. Performance information can include details on company

sales and profits, market share and earnings per share. Presenting sales information allows managers to develop strategies to improve sales if they are below company expectations.

- **New Products** – Business presentations inform employees about new products or services. For example, product managers may provide details about features, sizes, fragrances, flavors or dimensions of new products. They may also discuss who makes the buying decision for their products during a presentation. Other details employees learn about products through business presentations include how the products will be manufactured, benefits of the products for buyers, and how the products meet buyer needs in the market.
- **Customer Information** – Marketing research managers often share details about customers in business presentations. Customer information can include how satisfied they are with current products, what additional features they want, and how customers rate company products versus those of competitors. Advertising and product managers can use customer information to create promotions and marketing programs that better address the needs of the customers. Additionally, marketing research managers may introduce demographic information about customers during business presentations, such as average age and income.

3. The Importance of Presentation in Any Business:

If you are working in the corporate world, then you should know that one of the most important aspects of business that needs to be considered is business presentation. Presenting a business or sales proposal in an oral manner is a very common practice, but unfortunately not everyone is an adept when it comes to speaking to a group of people. The success of any presentation relies heavily on how the presentation is delivered. If your business presentation is of high quality and interesting, then chances are high that your potential clients will be interested to consider your proposal. On the other hand, if your presentation is boring and not memorable, then they will most likely be inattentive to the presentation and will not even have an idea what you are presenting. So knowing how to properly deliver a business presentation is a must for those who are involved in the corporate world.

If you are someone who is good with business presentation, then people will most likely perceive you to be a great leader. Being a good communicator means that you can impart your message to the listeners in an effective manner and this becomes an indispensable tool when applied in a business. Aside

from attracting potential clients and profit for the company, someone who is good in presentation is also an excellent representative for any company. By having excellent communication skills, you would be able to gather a positive appeal for the company that you are working for.

Not everyone is skilled when it comes to business presentation. In any social situation, talking to a group of people is common among many people. Fortunately, business presentation is a skill that can be learned and as with all other sorts of skills, it can be further developed through constant practice and experience. The most important thing that you need to do if you have an upcoming business presentation is to prepare for it. If you are unprepared by the time the presentation comes, then it will surely be evident during the presentation. Being prepared can significantly increase the chance for success of the business presentation and leaves you with very little margin for error.

There are a number of people who often question why good presentation skills are needed in the corporate world. The people who usually ask this are those who do not get enough exposure to the importance of this skill and those who are oblivious of the multitude of benefits that can be derived from its use. Whatever role you have in business or the corporate world today, your success will be directly related to your ability to influence others. Therefore, one of the important attributes for successful people in business today is the ability to present well. Today, it is not just what you know that counts but how you present your knowledge to the world. Delivering accomplished presentations is a vital skill in anyone's armory for someone at the head of a large organization.

4. Why should you improve your business presentation skills?

- **To sell more products** – Your product may be tangible; it may be your services or the services of your company. You may be presenting a proposal on behalf of your company. It may be to a group, five, 10 or more prospective clients, but whatever you are selling, the effectiveness your presentation skills will play a critical role in achieving the 'sale'. The most successful sales people are also successful presenters so if your role requires you to sell your company's products or services or even to present a proposal to your client, improving your presentation skills will improve your success in making that sale.
- **To influence your team** – You may be communicating to your team; maybe it is the weekly or fortnightly team meeting, in this situation you have to convey your message effectively to the other members of the team. They may be fellow team members – or this could be the team

you are leading. The ability to communicate effectively rests with you – and the outcome you achieve will be directly, in most cases, related to the way you present, to the content of what you are saying and the way you are saying it. Are you convincing them or are you boring them? Are you communicating to their heart as well as their mind – or are you simply filling the air with the sound of your voice?

- **To enhance your career prospects** – If you think your career is slowing, check your presentation skills. People who speak and present well get noticed. If you can effectively, with conviction and impact, present your views and have no hesitation in speaking and presenting to others, you will dramatically increase your chances of being picked up for that next career move.
- **To become more confident** – The inner confidence that comes with speaking and presenting well will come out in your interactions with others even when you are not presenting to them. You will appear to others to have an air of confidence in all your interactions with them. That confidence then is also evident in the presentations you are making. You know what you are going to say, you know how to say it effectively – and you do so confidently. The audience is more than half way convinced; psychologically, they are already on ‘your side’ when they see a level of confidence from you when you present confidently.

5. The Role of Business Presentation:

- **Presentation skills are important to individual success** – In most organizations day-to-day business entails teamwork. That means presenting to your team or on behalf of your team. Career growth necessitates presenting your ideas to others. And if you want to be promoted you need to train others to handle your old job. If you want to fast track your career - volunteer to work on projects and deliver more presentations.
- **Presentation skills are important to business success** – Having the superior product is never enough to guarantee business success. Business leaders are often expected to present their message with confidence and clarity to staff, clients, partners, investors and sometimes the public.
- **Presentation skills are important to stress reduction** – The financial cost of stress to organizations is huge. Work related stress can be demoralizing to staff, management and executives. Effective presentation skills reduce miscommunication, which is likely the biggest cause of work related stress. Better presentation skills also reduces the

stress on presenters which means they will be more willing to present and more effective with their communication. Become a better presenter and you will become a better communicator.

- **Presentation skills are important to time management** – Many presentations take too long and thus waste time because the presenter was trying to fill the time period. Better presenters get their message across in less time because they respect time, focus on the message and use the most effective techniques to communicate. Better presenters also save time while preparing because they prepare their presentation more efficiently. They know where they are going and how to get there faster.
- **Presentation skills are important to leadership** – Leadership in your community, association or organization demands effective presentation skills. Every cause needs a leader. Every leader needs to be able to stand up and deliver a clear and inspiring message. The team and followers will often judge the leader and the cause on the presentation skills of that spokesperson.
- **Presentation skills are important to public image and opinion** – It might seem unfair, but people often judge you, your organization and your product on how you, your staff or executive delivered a presentation. They tend to remember the extremes - really bad or really good. Remember that their perception is relative to how everyone else presented. Better presentations do not guarantee you success but they give you a better fighting chance of success. Almost everything you want to accomplish is a fight.