

## Prepare Your Presentation

Planning is critical in every meeting, and even more so in a virtual setting.

For important meetings, prepare your presentation and agenda well in advance to claim a slot on their calendars.

Your agenda will signal your professionalism and respect for their time.

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### STEP 1: Create a meeting blueprint

- ✓ Add in time for a virtual walk-in and walk-out (informal social conversation).
- ✓ Add in time to speak alone with Power (the person with the authority to say yes to your purchase).
- ✓ What is your interaction plan? Build pauses into your presentation for questions, polls, and activities.
- ✓ Intersperse chunks of material with clean breaks in the content, using a change of speaker, or even an interview format to keep your audience engaged.
- ✓ Now, with the time left, decide how many topics you can add, allowing 5-8 minutes for each topic.

### STEP 2: Identify Topics

- ✓ Leverage the Primacy and Recency Effect. People remember the first thing you present (Primacy) and the most recent they learned from you (Recency). Organize your most important content first and last.
- ✓ Have additional topics ready in case your prospect shows interest. This keeps the pace and energy of the meeting high and shows your audience that you're concerned with their needs.
- ✓ Write open-ended, probing, and confirming questions to ask that lead to these topics or introduce new ones.
- ✓ Write speaker notes that tell a story.
- ✓ Jot a short version of this outline down on a sticky note and paste it to your monitor so that you can easily see it without having to look down or off-screen.

### STEP 3: Prepare Slides and Materials

- ✔ Avoid text-heavy dense slides.
- ✔ Include one idea per slide.
- ✔ Virtual meetings require more slides because that's all your audience has to watch. Keep the pace of slides and visuals moving every 20-45 seconds.
- ✔ Prepare a version of your slides to send to your audience before the meeting starts in case of technology failure.

### STEP 4: Prepare an Agenda

To make the most out of every virtual meeting, be specific with your agenda. Design an agenda that:

- ✔ TIMING Include date, time, duration, web conference links, and call-in numbers
- ✔ CONTENT Include a minimum of 3-4 bullets
- ✔ GOALS Articulate meeting outcomes
- ✔ EXPECTATIONS What do you expect from attendees?
- ✔ POWER Includes time to meet with Power alone (key decision-maker)