

UNIT – III

INTERACTING

3.1. PRESENTATION SKILLS

Presentation skills can be defined as a set of abilities that enable an individual to: interact with the audience; transmit the messages with clarity; engage the audience in the presentation; and interpret and understand the mindsets of the listeners. These skills refine the way you put forward your messages and enhance your persuasive powers.

The present era places great emphasis on good presentation skills. This is because they play an important role in convincing the clients and customers. Internally, management with good presentation skills is better able to communicate the mission and vision of the organization to the employees.

IMPORTANCE OF PRESENTATION SKILLS

Interaction with others is a routine job of businesses in today's world. The importance of good presentation skills is established on the basis of following points:

- They help an individual in enhancing his own growth opportunities. In addition, it also grooms the personality of the presenter and elevates his levels of confidence.
- In case of striking deals and gaining clients, it is essential for the business professionals to understand the audience. Good presentation skills enable an individual to mold his message according to the traits of the audience. This increases the probability of successful transmission of messages.
- Lastly, business professionals have to arrange seminars and give presentations almost every day. Having good presentation skills not only increases an individual's chances of success, but also enable him to add greatly to the organization.

HOW TO IMPROVE PRESENTATION SKILLS

Development of good presentation skills requires efforts and hard work. To improve your presentation skills, you must:

- **Research the Audience before Presenting:** This will enable you to better understand the traits of the audience. You can then develop messages that can be better understood by your target audience. For instance, in case of an analytical audience, you can add more facts and figures in your presentation.
- **Structure your Presentation Effectively:** The best way to do this is to start with telling the audience, in the introduction, what you are going to present. Follow this by presenting the idea, and finish off the presentation by repeating the main points.
- **Do a lot of Practice:** Rehearse but do not go for memorizing the presentation. Rehearsals reduce your anxiety and enable you to look confident on the presentation day. Make sure you practice out loud, as it enables you to identify and eliminate errors more efficiently. Do not memorize anything as it will make your presentation look mechanical. This can reduce the degree of audience engagement.

PERSUASIVE COMMUNICATION

What is Persuasion?

Persuasion (n): The action or fact of persuading someone, or of being persuaded to do or believe something.

One of the main concerns people have when it comes to using persuasion is the feeling that they might be manipulating people. When I first started studying persuasion, I asked myself, how do effective leaders communicate persuasively? How can they persuade people without sacrificing their integrity?

The answer? The Value Proposition.

What is a value proposition? A value proposition, or positioning statement, is basically a 30-second elevator pitch of what you do and why your product or service is valuable.

You always should have your value proposition ready. Create a statement that answers the following questions:

What does your service/product/expertise mean for me?

Why should I buy this product/service or hire you over all others we're considering?

How is your expertise/product/ service different from others we're considering?

What problem can your service/product/expertise solve?

The goal here is to frame what you do as beneficial to someone else. Here's an example:

Don't Say: "I plan events for corporate meeting planners."

Do Say: "Meeting planners and association executives hire me to make them look like superstars."

If you can, start off with a lead-in statement showing social proof. For example:

Don't Say: "I write books."

Do Say: "I'm the national best-selling author of *Captivate*."

When explaining what you do, delivering your elevator pitch, or (hopefully) crafting the perfect value proposition, always try to trigger the golden question.

The golden question is anytime someone asks “How?”

How does that work?

How do you do that?

How do I work with you?

Take the example from persuasion technique #1: “Meeting planners and association executives hire me to make them look like superstars.” The next logical question is: “How?”

That value proposition triggers the golden question. Once someone asks more details, you know they are intrigued.

How can you get someone to ask “How?” “How?” is the first step to action.

Let’s look at using a value proposition lead-in for the golden question. This example is from someone interviewing at a company.

Hiring manager/decision-makers: “So, tell me, Tom, why should we bring you on board?”

Tom’s lead-in: “Mr. Jones, decision-makers, hire me because of the benefits my proven problem-solving expertise will bring to this organization’s strategic objectives.”

Hiring manager/decision-makers: “How do you do that?”

Tom’s value proposition: “My accomplishments in loss prevention include recovering more than \$200,000 in revenue. That knowledge and skill set will contribute to your enterprise’s ongoing business goals from day one. What would be your highest priority project that I would be working on in that regard?”

Tom lays out his value proposition, then ties it in with the suggestion in his question to the hiring manager that he’s the only logical candidate to receive a job offer. Tom doesn’t leave anything to chance or any dead-air possibilities. He continues probing the hiring manager

with more questions, which further reveal his expertise as a value-add problem solver and not just another candidate looking for a job.

Let's look at using a value proposition lead-in for someone representing an anti-fraud business seeking a new customer or client. See how Diane triggers the golden question:

Prospective client/decision-makers: "Tell me something about your company, Diane."

Diane's lead-in: "Mr. Jones, those big-box retailers hire us to help them sleep better at night."

Decision-makers: "How exactly do you do that?"

Diane's value proposition: "Our wireless HD micro-camera security system is not only the most preferred electronic surveillance device in the retail industry. It also gives you worry-free security assurance, with impenetrable 100 percent uptime, thanks to triple-redundant backup hard drives, and 24/7/365 support that includes fraud investigation support. Let me ask you: 'What's your most pressing fraud issue that's keeping you up at night?'"

Diane takes the same approach that Tom did in the previous example, by presenting herself and her company as a problem solver — not a peddler of electronic surveillance equipment. She knows the pain point of the decision-makers: worrying ("keeping you up at night") about fraud and preventing revenue loss. She jumps in by demonstrating through her questions that she wants to help solve problems.

How to Use Persuasion with a Difficult Person?

Do you work with a narcissistic colleague or boss? This can be one of the most frustrating and stressful workplace environments. These individuals often require a special kind of persuasion tactic, since their selfishness typically takes centre stage.

First, always put your goals, ideas, and plans into writing. It's easy to be verbally side-swiped by a narcissistic co-worker. So, when you have something important to discuss, send your notes in an email. This way, there's written proof and an opportunity for everyone to process before a meeting.

Second, one of the best ways to work with a narcissist is to use their strengths to your advantage! When you're pitching a big client or persuading the sales team, capitalize on the narcissist's natural charisma. Together, you will be more infectious than alone!

Be Bold

It's hard to ask for what we want. The biggest barrier to being persuasive is our own fear! To get our way, we have to know what our way is. To be persuasive, we have to know what we are asking for. To inspire confidence, we have to be confident!

Asking for what we want requires us to be direct. And yes, this opens up the possibility of rejection. When we fear rejection we are more likely to shut down. Our own fears creep into our asks and make us less bold with our requests. Fear hurts our persuasiveness:

- We apologize.
- We stall and delay.
- We add qualifiers.
- We are fuzzy and unclear with requests and next steps.

The problem is that when we are unclear about what we want, others can't get clear either.

Action Step: Next time you need to ask for something, use clear, concise language. Remove any disqualifiers such as maybe, possibly or probably. Simplify your statements so you are super clear with yourself and the other person on what needs to happen next. Before walking into a pitch, meeting, or negotiation get clear on:

ADVERTISEMENTS

What is an advertisement?

An advertisement is a kind of a public announcement which is made through a popular media medium like a newspaper, magazine, radio, etc. It is also displayed on the placard as well.

You must have observed that the advertisement is generally of around 50 words. The marking is assigned to the students for a correct format and the content. Here, you can check the advertisement writing format and a sample example for the same.

It is a notice or announcement made in a public medium promoting a product, service, or event or publicizing a job vacancy. There are two (02) types of advertisement:

1. Classified
2. Commercial

Classified Ads

Classified ads are used by the general masses to promote or use services. The only concern in the classified ad is to get things noticed with as minimum words as possible.

Essential Details to Note

- Classified ads are of in between the range of 50 words.
- Clearly state the category like 'For Sale', 'To Let', etc.
- Put the matter in a box.
- Give contact address, mobile number, etc.

Type of Classified Ads

- Situation / Vacant
- Lost and Found
- Sale and Purchase
- Accommodation
- Educational
- Placement services
- Matrimonial
- To Let

- Tuitions
- Packers and movers
- Kennel
- Tours and Travels

Commercial Ads

On the other hand commercial or display advertisement by leading manufacturers, establishments, organisations etc. for the publicity and promotion of their products, services or some events.

Main characteristics

- It is designed for commercial purpose.
- It takes more space and is more expensive in terms of advertising cost.
- These are visually more attractive with varying font, shape and size.
- There are catchy slogans, punch lines with witty expression with pictures or sketches.

Essential Details to Note

- Do not forget to mention the name of the company / institute / organisers, etc.
- Mention the detail of the product / event / educational course etc.
- If there is any special discount.
- Mention the address of the company / institute / organisers, etc.

The correct format for advertisement writing for Classified Ads is as follows:

- Heading (should be in capital letters)
- Content

Format for Situation Vacant types

- Always start with **wanted** or **required**.
- Do not forget to mention the name of the organisation.
- Clearly state the number of vacancies and post for which the advertisement is about.
- If stated, mention the age and gender of the candidate.
- Qualification and experience required for the post.

- Mention the pay scale, perks and also the mode of applying.
- Address and contact number for correspondence.

Format for To-Let ads

- Always start with **WANTED** or **AVAILABLE**.
- Mention the type of accommodation.
- Expected rent.
- Any other feature of the accommodation.
- Address and mobile number to contact.

Format for Sale / Purchase of Property / Assets

- These types of ads start with **SALE / PURCHASE / WANTED**.
- Give a brief description of the property / vehicle / good.
- In case of property, mention the number of floors, size, number of rooms, location and surroundings.
- In case of a vehicle, mention the colour, model, accessories, year, modifications (if any), price, mileage and condition.
- For household goods, mention the condition, the price offered or expected.

Format for Educational institutions

- Write the name of the Institution.
- Past record of the Institute.
- Courses offered and the duration of the courses.
- Eligibility criteria.
- Facilities provided and fee structure.
- Information on scholarship, if available.
- The last date to apply, etc.
- Contact number and address.

Format for Missing person

- Physical description like height, complexion, etc.
- Name, age and any health related issues.
- Any identifying feature like clothes, accessories, etc.

- Place where the person was last seen.
- Mention detail of the reward if there is any.
- Address and phone number.

Format for Tours and travels

- Start with **PACKAGE AVAILABLE.**
- Write the name of the travel agency.
- Mention the name of the destination and duration of the trip.
- Price and any special discounts if available.
- Contact address and phone number.

Samples for Classified Advertisement Writing

Candidates can check the samples of the advertisement for writing section below:

Sample Example for Situation Vacant

Qus. You are a manager of ABC Ltd. Sector 30 Gurgaon. You need an efficient data entry operator for your office. Write an advertisement for the ‘Situation Vacant’ column of a local daily.

Ans.

SITUATION VACANT

Wanted an efficient, smart and hardworking data entry operator for a leading manufacturing company in Gurgaon. Qualifications – Graduate, age 20-35 years. Typing speed 50 w.p.m. Preference to those who have 1-2 years of experience. Salary upto INR 2600000 annually. Apply with complete bio data and update resume within 15 days to ABC Ltd., Sector 30, Gurgaon.

Sample Example for Sale / Purchase of Property / Assets

Qus. You want to purchase a flat in Anand Vihar. Write an advertisement in not more than 50 words detailing your requirements.

Ans.

FOR PURCHASE

For purchase Omaxe Flat in Anand Vihar with two bed-rooms, attached bathroom, balcony, D/D with family lounge. Price to be around 30-40 lakhs. Bonafide owners or dealers to contact, BK Bose, 132/98, Ramesh Nagar, New Delhi-110015, Phone – 8976546345.

Sample Example for To Let

Qus. You are Aman / Shalini of 98, Vijay Vihar, Haryana and wish to let out your newly built house. Draft an advertisement in not more than 50 words for publication in the 'To Let' column of Hindustan Times giving all necessary details.

Ans.

TO LET

Available on rent-basis a newly built house in Vijay Vihar. Four bedrooms with attached baths, a drawing-cum-dining room, a large kitchen, and a balcony. Garage with car parking facility also provided. Rent expected to be around 50,000-70,000 p.m. Family preferred. Contact mobile number – 7503391356 or Shalini, 98, Vijay Vihar, Gurgaon, Haryana.

Sample Example for Educational Institutes

Qus. You are the assistant secretary of MRIU, Faridabad. Draft an advertisement for publication in Times of India announcing admission in undergraduate courses.

Ans.

EDUCATIONAL

MRIU, Faridabad, is offering admission in various undergraduate courses like B.Tech, B.Sc, LLB, etc. Eligibility – Class 12th passed. Course Fee – Rs. 2500 payable quarterly. Excellent faculty, research labs, hostel available. Last date to submit application form – 17 Mar. Contact, Assistant Secretary, MRIU or Phone – 25097865.

Sample Example for Missing person / pet animal

Qs. You are Nayan of WZ-4976 Moti Nagar, New Delhi. Your younger brother, Sahil, aged 15, 145 cms tall, fair coloured, dressed in blue shirt and black pants is missing for the past two days. Draft a suitable advertisement in the 'Missing Persons' column of a daily newspaper in not more than 50 words.

Ans.

MISSING PERSONS

Missing since 24 Feb, Sahil, a young boy, 15 years old of height 145 cms, fair complexion, brown eyes, medium cut hair. He is wearing a blue shirt and black pants. If any information about his whereabouts, kindly contact at Phone 7865456327 or Nayaan, WZ-4976 Moti Nagar, New Delhi.

Sample Example for Lost / Found

Qus. You are Anamika of 178, Narendra Nagar, New Delhi. While travelling by bus from Narendra Nagar to Connaught place, you lost your briefcase. It has valuable document including your senior secondary pass certificate. In not more than 50 words, draft a notification, in The Times of India by including all the details about the lost briefcase.

Ans.

LOST AND FOUND

I lost my XYZ brown color briefcase with 'A' written near the handle, while travelling by DTC bus route no. 167 from Narendra Nagar to Connaught Place. There are some valuable documents of mine like my senior secondary pass certificate. Finder will be rewarded. If found, kindly contact at Phone 7895432167 or Anamika, 178, Narendra Nagar, New Delhi.