# **CANDIDATE**

# **INTERVIEW PRESENTATIONS**

To make presentations more meaningful to your audience, communicate clearly in words and ways.

#### Relate

Tell a story so that your audience can compare something that is familiar to them with your product.



1 BUY

## **Clarify**

Make your points in a simple, straightforward way to avoid misunderstanding.

#### **Convenience**

Focus on the benefits and ease of use for the consumer.

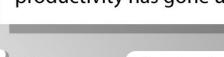


"No complicated setup - just one key to turn!"

Handouts and leave-behinds remind viewers of key points.

#### **Dramatize**

"Imagine just three months from now, your manager will show your productivity has gone up by 62%!"





Numbers



## **Effective**



Have a list of questions prepared to engage your audience.



Always ask for feedback throughout and close for a decision at the end.



But talk in terms of measurable accomplishments.

# Customize



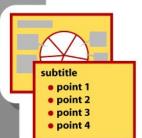
Every customer has a favorite way of receiving information. Translate your presentation points into language each person can understand.

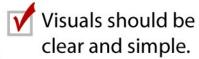
## **Effective Visuals**



## Tip

Rehearse and review your presentation in advance.







4-5 lines of text per slide.

