

Create a Compelling Expert B2B Presentation



Prepared by Kerry Anderson
KA Rural Enterprises
for Startup Central Victoria
March 2023

- **Building a collaborative ecosystem** with MENTORS ...
SPEAKERS ... PRESENTERS ...
- **Inspiring and supporting startups** through EVENTS ...
MENTORING ... PRE-ACCELERATOR PROGRAMS ...



Proudly supported by:



Create a Compelling Expert B2B Presentation

1. Define the purpose.

If you are the person initiating the presentation, you first need to ask why are you doing it? Or ask the organizer. It is good to start with the desired outcome and then work out how to achieve it.

- **What actions do you hope your audience will take at the end of the presentation?** ie. Adopt new techniques and processes, collaborate, set up their business structure differently etc.
- **What do you and your business hope to gain?** ie. It could be a monetary transaction or, as is often the case, you will be asked to present pro bono with the opportunity to put yourself in front of potential clients. In which case your aim will be for them to know how, when and where to seek professional services.

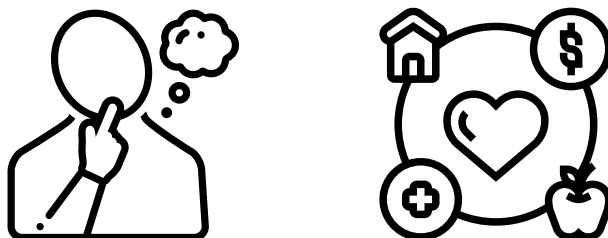


Create a Compelling Expert B2B Presentation

2. Identify the benefits.

Why should a business give up their time to attend your presentation?

First and foremost, you have to offer something that they WANT as opposed to what they actually NEED. Put yourself in their shoes and think from their perspective. What is the want that will get them to the presentation? Then you can deliver both what they want and need.



- If it is a potential client, they may want the most affordable professional advice when in fact what they need is specialised professional advice that will save them from potential litigation.
- If it is a business forum, they could be looking for DIY tips or to improve their knowledge. They are likely to have specific questions relating to a pain point in their business. Thinking about the why/want, select key words and images carefully to attract attention, starting with the invitation or promotional materials distributed for your presentation.
- What are the key words that describe what it is about and why they should attend? For instance, the title of this paper includes WHAT: Create / B2B / Presentation and WHY: Compelling / Expert.
- A catchy title, a snappy summary of what they will gain as a result of attending, credibility of the presenter etc is important in marketing terms and also in the structure and content of the presentation itself.

Create a Compelling Expert B2B Presentation

3. Establish Credibility

Why should they believe you? Establishing your credibility as an expert presenter is essential if you want people to listen to you but let's face it, it's uncomfortable to blow your own trumpet.



Here's a few ways to get the information across:

- As part of the invitation and/or promotional materials.
- In a written introduction you provide to the MC.
- Weave into the narrative of your presentation, ie. From my experience over x years working with ...
- Use case studies that you have an intimate knowledge of and permission to use (or make anonymous).

Only provide the most relevant details (to your presentation topic) such as:

- Qualifications
- Key focus areas of your work (if you specialise)
- Years of Experience
- Notable clients / projects worked on (with their permission)

Let your expertise, professionalism, and willingness to share knowledge in an accessible way, be the advertisement for your business. Avoid blatant 'selling' of your services. In general, it is best NOT to compare yourself with other professionals or businesses except in a positive way or to differentiate in the types of services provided. You could outline what to look for in an ethical and competent professional should they be seeking services in the future.

Create a Compelling Expert B2B Presentation

4. Tailor to suit individual audiences

Over time you will most likely develop the perfect presentation based on your expertise, maybe even a series of presentations that can be pulled out at a moment's notice. As tempting as it may be to use the same one each time, it pays to do your homework. Know who will be in the room. Tailor each and every presentation to suit individual audiences. Even if the content and key messages remain consistent, use words, images and case studies/examples that this audience will relate to. For instance, what would the mining industry relate to, as opposed to the beauty industry?

A challenge may be that you have a very broad audience in which case you might like to use a montage of images and less industry specific words. Or look for a common denominator that everyone can relate to, ie. geographic. Taking the time to tailor your presentation will show that you KNOW your audience, UNDERSTAND their needs, and CARE about them.

NB: Avoid acronyms and industry specific terminology.

5. Set the tone

No matter how serious the topic, try to start and end with positivity. Your role is to be open and transparent about the gaps / challenges and help them to identify opportunities / solutions.

Maintain the theme and style of your words and images from start (invitation/promo) to delivering (presentation) to finish (feedback/thank) so it flows and has consistency. This will make it memorable and identify you and your business as the presenter.

Add a disclaimer / caution. It is always prudent to remind your audience that this advice is general only and there may be other considerations relevant to their business. A caution can be visual on a slide or handout, or you can simply say it at the start or end of the presentation.

Create a Compelling Expert B2B Presentation

6. Structure for impact.

How long has it taken you to acquire this expert knowledge? No matter how logical it is to you, it may be a foreign language to your audience, and they will need time to process. On the other hand, you may have equally knowledgeable people in the audience who want you to make your points succinctly and then take questions to explore what most interests them.

Either way, it is advisable to keep it simple. Provide visual/audio signposts for your key points, examples to demonstrate the points, and allow time to process and ask questions. Experienced presenters suggest no more than 3 key points. There is only so much information a person can process and retain.

Think about how your audience may best receive this information. Is a direct talk best with no distractions? Do you need props to show? Should there be audiovisual? What resources do you need for activities, ie. Poll app, handouts, whiteboard.

What are the credible references and stories that you can share? Australian examples preferred and regional is even better. Only share the name of businesses/companies if appropriate or with their permission.

A typical presentation structure would include:

HOUSEKEEPING – often this takes place prior to the presentation commencing or it can be done as part of the outline (NOT at the very start when you want to make a good impression). Explain how the next hour or half day will take shape. Will there be breaks? Let them know if they can ask questions throughout or will there be a number of pauses or just Q&A at the end?

NB: This is particularly important when delivering a presentation online or hybrid. Give clear instructions to those online, ie. Use the chat box or raise your hand to ask your questions.

Create a Compelling Expert B2B Presentation

6. Structure for impact (continued)

INTRO/PURPOSE – like the opening page of a book, will you grab their attention, or will they drift off? Remind them WHY they are here, what you are going to talk about and get them excited about what they are going to explore / learn / develop.

CREDENTIALS - As previously discussed, keep this brief particularly if you have been given a good introduction or weave it in discretely at an appropriate point. Remind them why you are the best person to deliver this presentation, ie. When I was doing my degree .. I've been specialising in this field the past twelve years ... Our business has been guiding corporate clients the past twenty years Our clients include ...

OUTLINE the key points that you will be discussing and include housekeeping (see above) if required. Provide visual and audio sign posts that remind the audience where you are in the presentation. This will help keep them focused and reinforce the key points.

PRESENT YOUR KEY POINTS - This is the body of your presentation where you get down to business. Ensure that you lay out your key points in a clear and concise manner so that the audience knows where you are and what you want them to be focussed on.

A good structure for your key points (three is the most ideal number) and how you present them is laid out below.

KEY POINT 1: 2 3

- a. Why is it important?
- b. Tips for audience.
- c. A story/Example of a business that does it well / or didn't
- d. Activity or question/poll for audience to answer.
- e. Questions (optional here or later)



Create a Compelling Expert B2B Presentation

6. Structure for impact (continued)

SUMMARY - revisit the key points you have just discussed to recap and aid retention.

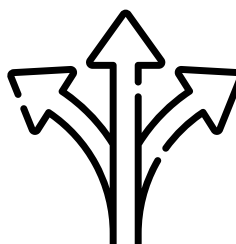
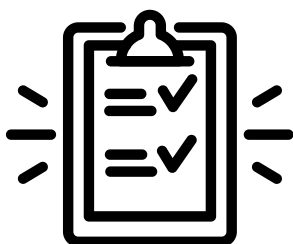
Q&A - this can sometimes be challenging due to time constraints or a broad range of audience members asking complex questions that don't relate to the rest of the audience. What if no-one asks a question? Tips for handling this could be to:

- Have an experienced moderator with a question to get started.
- Define the time available so that expectations are realistic.
- Offer to meet afterwards to discuss in more detail (if required).

NB: Don't be afraid to say you need to confirm something and you will get back to them either in person or through the event organiser.

PROVIDE PATHWAYS - where do they go from here to find out more or get assistance? Make sure your contact details are available to them on the final slide (or a business card) if they have any follow-up questions. You may even like to offer a complimentary 15 or 30 minute session as follow up. Suggest a range of pathways to find further information. You could make yourself a point of contact to email this information if this is of value to you and them. This could be links to relevant websites and articles cited during your presentation.

INSPIRE POSITIVE ACTION – End your presentation on a high! Challenge the audience to take positive action (relating to the desired outcome/purpose of presentation). As part of an activity, you could ask them to commit to what they are going to do - verbally, in writing, or through a poll.

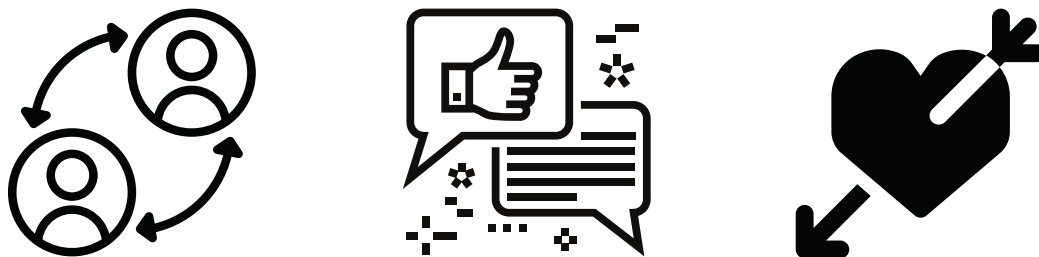


Create a Compelling Expert B2B Presentation

7. Engage your audience

We've all been to a presentation where we were talked "at" non-stop and there was no time left to ask a burning question.

- First and foremost, that assumes that the presenter is the smartest person in the room – not always true.
- Secondly, it is hard to listen nonstop and keep paying attention.
- Thirdly, how do you know that you are providing the information they need?



Audiences can be engaged through a variety of techniques including (but not limited to) the following suggestions.

BURNING ISSUES – ask them what their burning issues or desired outcomes are at the start (or as part of the registration process) and weave this into the presentation or recap/check-in at the end.

SHOW A VIDEO CLIP – this could be a first-hand story or a case study to demonstrate a pain point or benefit and break up the talking. NB: Only use quality clips with good audio.

WORKBOOK - provide a workbook for them to take notes and allow time for them to answer strategic questions.

AUDIENCE INTERACTION - pose a question or ask them to discuss something with the person sitting next to them in 2 minutes then call for one or two examples to be shared. Or use virtual rooms for 10 minutes and ask someone in each room to report back on the key outcome of that discussion.

Create a Compelling Expert B2B Presentation

7. Engage your audience (continued)

TELL A STORY - a well-crafted (and relatable) story is a powerful tool to reinforce a key point. Here are five stages to help shape your story:

- Context – provide the relevant information of the setting (one that will resonate with the audience).
- Opportunity or Pain point – what was the situation that occurred?
- What happened as a result?
- What were the lessons learned?
- What actions should the audience consider?



INVITE - your audience to share their experiences if you see them resonating with a point made (especially benefits).

RUN A POLL – either show of hands or using an online app.

GUESS - ask them to guess an answer, ie. Fill in a blank word, or multiple choice.

DEMONSTRATE - a scenario with audience participation. It could be role play or a physical activity.

SHOW & TELL – props (if relevant) are great but make sure they don't detract from the listening. Invite to view in break or afterwards if closer scrutiny is required.

And so many other ideas ... the important thing is to ensure that each tool or technique you choose to use, has a purpose, is easy to use, and complements your key messages.

Create a Compelling Expert B2B Presentation

8. Powerpoint #1 do NOT read your slides!

Use powerpoint slides to visually complement / summarise / add more detail to what you are presenting.

MINIMAL

- Short bullet points (key words only).
- Basic charts and graphs, not too much detail
- Not too many visuals.
- One talking point per slide (or use animation).

SIZE - font should be a minimum of 18, larger if a big venue.

FONT - experts recommend Arial or Calibri fonts, avoid decorative ones that are hard to read.

GRAPHICS - quality photographs and graphics can create a powerful background to your talk. You don't always need words.

AUDIO / ANIMATION - the occasional piece of audio and fun animation can help keep your audience engaged.

VIDEO - you can play short video clips through powerpoint to help break up your talk.

BLANK - Consider blanking or unsharing the screen when not needed.

PRE-CHECK - don't forget to check out your equipment prior to using it and pay special attention to audio. Equipment can vary in different venues and may not match your settings. **Have a simple backup plan.**



RELAX! Things do go wrong from time to time, even for the most experienced presenters. Know that everyone in the room is looking forward to hearing what you have to share and won't care how you do it. Acknowledge the problem if needed, adapt, and move on.

