

## Audience Focus is Common Sense – But is It That Easy?

Be it marketing, sales, consulting or planning; everywhere it's clear that the product needs to satisfy the needs and wants of the consumer. But how is it in communication? We all know that the listeners are the decision-makers, but do we really know how to create a target-oriented presentation that reaches them?



### Demonstrate Interest – Retain Interest

**55** No matter how intensively you focus on your audience – they have to recognize, feel and appreciate it!

“If you are interested in me, then I will be interested in you!” Show your audience that you are interested in them (while you are preparing, too) and they will be interested in you!

- **Clarify your key points BEFORE HAND** – for internal or external presentations. A phone call is all you need. It helps your preparation and you can also refer to it in your presentation.
- **Research the Internet!** A quick visit to the homepage shows you what the company is proud of. This lets you answer questions and gives you the rationale or development for the content you wish to present.
- **Dialog, not monolog.** If I am really interested in what you have to say, then I will ask you questions – and be willing to listen to your answers. Checking often helps: “Do you need more information?” “Could we move on to the next point?”

Audience analysis is a basic fundamental in every HPS training; in “Selling to Groups,” each discussion partner is analyzed, while in “Effective Business Presentations” the entire group and their typical representatives are analyzed.

“Showing you are interested” is not a simple trick. Even if you only focus on tactics, your audience analysis will still be real, and your audience will notice it.



### Focus on your Audience Verbally – Use the “You Approach”

**56** It's easy to hear in the first couple of sentences if the presenter is focused on the audience: “I am here today to talk about my project...”, “I have prepared the following...”

Proper audience focus is not only a question of content (exactly geared to THIS target group); it can also be heard very clearly:

- **Talk about what is of interest to THEM**, not about what YOU want to get off your shoulders! Remove the “I” and allow the “you” more room to act: “You as financial managers (sales people, cardiologists, directors...) would like to know, are interested in, expect...”
- **Speak the audience's language:** Use language they understand – expressions from their field of expertise or company (be sure to use them correctly!). Draw appropriate comparisons and analogies, i.e. for shoe producers: “This concept is the sole of our approach...” This also offers ideas for the visualization!
- **Use names, titles and positions.** “The IT specialists among you...”, “many of you are senior managers...”, or in the small, personally-known groups: “Ms. X mentioned to me earlier...”

These verbal strengtheners are intensively worked on in the “PowerTalk” seminar.

Directly addressing a person also offers an added benefit: strong, direct eye contact. Whenever you use this technique, you are signalling: I have focused on your needs!



## This Presentation is For YOU – Not For Every Tom, Dick or Harry!

**57** We love the feeling when something is created personally for us. But we can't reinvent a standard presentation – or can we?

“Tailor-made” is a topic we focus on throughout: in our presentation seminars, in the workshop “Slides that Win” and in “Personal Presentation Power”

In corporate presentations, for example, the danger is that the presenter simply “delivers it as it is.” To make it more interesting for both presenter and audience, focus on the audience in both preparation and delivery!

- **Put yourself in your audience's shoes!** What would you like to know, what do you find interesting? Identify a “prototype” – think of ONE bank manager you personally know and ask yourself: What would he/she find interesting?
- **Present both the benefits AND the features!** “This offers you the following advantage because...” or turn it around: “Because it functions in this manner, you will be able to ...”
- **Include the target group's world:** pictures, places, products... both verbally as well as with visual aids.
- **And lastly: the layout.** Fit your presentation's layout to the audience by including their logo, for instance. But don't overdo it and lose your own identity.

”Talk about you and you bore me. Talk about me and you fascinate me.” Keep this in mind and you will win their hearts more quickly and lay the groundwork for a rational decision.



## Sign-Posting Helps – Let Your Audience Know Where You are doing

**58** Imagine driving down a road and not knowing where you are. Without signs, you get lost easily. The same applies to presenting.

Our international English seminars focus on the non-native speaker of English. The goal is to forget the grammar and concentrate on the message, while giving you the tools to make you fluent.

In a good presentation, content is key. But structure is, too. You need to let your audience know when you change direction or move on to a new point! These “sign-post” phrases let you do this easily and effectively.

- Moving from one point to the next::
  - “**Moving on to** another point...”
  - “Let's **go back to** that point on R&D...”
  - “We'd now like **to turn to** the benefits...”
  - “Let's **digress** for a moment and look at...”
- Highlighting or going into more detail:
  - “If we **expand on** those figures...”
  - “Let me **elaborate on** this concept...”
- Summarizing and concluding:
  - “If I could just **recap** the main points here...”
  - “I would like **to conclude** by saying...”
  - “Let's **summarize** this point...”

These phrases give you more time to think and let your audience know where you are going - but you have to be able to use them automatically.

## Questions, Ideas & Tips...

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