

HOW TO MAKE A BUSINESS PRESENTATION

Part of the business activities which is very important especially in promoting the product and making business relations, is **presentation**. Presentation can be done individually, or in a group of presentation. In individual presentation, a person will do the process from the beginning to closing the presentation.

Group of presentation will be played by more than 1 person, and there must be good arrangement in dividing parts of the presentation which will be presented by each person.

Example (introducing and promoting a new flash disk)

1st person/moderator (open, arrange, and close the presentation)

“good afternoon, ladies and gentlemen. How are you today? The first, I would like to say thank you for the time which is given to us to introduce our new product to you. We are from Bali Techno, and we would like to introduce our new modern flash disk which is called Super Flash. But, before doing the presentation, we would like to introduce ourselves, my name in Agus, and”

Well, now, the model of the Super flash will be presented by my friend Ari. Yes, Ari, please.....”

2nd person (present the physical model of the flash disk)

“well, thank you for the time. Now, I would like to show you the product” (explain the shape of the product, and the different with others)

1st person/moderator (switch the speaker to the next)

“well, that was the shape of the product, and than for the use and extra functions, will be presented by my friend Diki. Yes Diki, please.....”

3rd person (present about the extra functions of the product)

4th person (tell about the guarantee and the service center)

1st person/moderator (open the questions to the audience)

“well, ladies and gentlemen, that was our presentation, and now we will open for the questions. So, if you have any question about our product, please raise your hand”

Closing

“well, if there is no more question, so we will close the presentation. And remember to come to our nearest showroom because we have special offer this week. Thank you for your attention, have a nice day and good bay”