

10 STEPS TO DEVELOP YOUR PRESENTATION

1 SUBJECT

- Enlist
- HP Hybrids
- Alliance Program
- Business Builder
- The Sales Process

2 APO

Conduct your APO and complete your communication statement. *The reason for communicating with (Audience) is to (Purpose) so they (Outcome).* (pp. 2-3, PG 3/30)

3 TOP 3 LISTS

Make a list of everything your audience needs to know about your subject and narrow that list to the top 3. Then list the reasons why they should care and narrow that list to the top 3. (p. 3, PG 3/30)

4 TOPIC HEADINGS

Convert your top 3 things they need know into topic headings. (p. 4, PG 3/30) Example topics based on p.4, PG 3/30 – Introduce our Team, Express our Appreciation and Provide Latest Research on our Materials.

5 1 TOPIC-3 POINTS

Focus on one topic and develop three supporting points. Order them for impact using logos, ethos, and pathos. Include one story. (p. 7, PG 3/30)

6 QUESTION

This is optional. Prepare a list of questions your audience might ask and your responses. (pp. 9-11, PG 4/20) Code them so you know which require you to prepare a response.

7 OPEN & CLOSE

Develop your intro and close. (p. 8, PG 3/30) Remember...

- Tell them what you're going to tell them
- Tell them
- Tell them what you just told them

8 5 SLIDES OR LESS

This is optional. Create 5 slides or less. Email them to me 2 days before your meeting date. I will send them to the meeting attendees for them to print and have with them while you present. Review website articles for the week of 5/4.

9 REHEARSE

Rehearse, rehearse, rehearse and manage your state & nerves. (pp 9-16, PG 3/30 plus website articles for the week of 5/4 at www.tomschreiber.net/stine)

10 TIME WITH TOM

Schedule time with Tom to discuss your presentation, ask any questions, and brainstorm ideas. You don't have to do this alone. (<https://www.tomschreiber.net/book-online>)

5 MEETING ROLES

OPEN MEETING

In less than 2:00 minutes, deliver steps 2-5 found on p. 5 in the PG for March 30. In step 2, the "team" portion is not to be included and the Stine story needs to be one sentence.

INTRODUCE SPEAKER

In less than :30 seconds, deliver steps 1-4 found on p. 5 in the PG for March 30.

ASK QUESTION

Ask about the topic presented and pose an Extra Info, Clarification or Confirmation question. These are questions found on p. 7 in the PG for April 20. *You ask who you introduced.*

CLOSE MEETING

In less than 2:00 minutes, deliver steps 1, 2 and 4 found on p. 5 in the PG for March 30.

PRESENTER

1. Open – (p. 6, PG 3/30)
 - An outcome statement - "At the end of this presentation you..." (p. 2, PG 3/30)
 - The Stine story in one sentence. (p. 7. PG. 4/6) e.g. Stine delivers the newest, highest yielding corn and soybean genetics to our growers in the most cost effective way to help them maximize per acre profits. (Courtesy of Katie Lorenz)
 - How you'll field questions (p. 6, PG 4/20)
2. Body - Present one key topic with 3 supporting points (and a story). (p. 7, PG 3/30)
3. Respond to question. The person who introduced you will ask you one question. (pp. 6,8, PG 4/20)
4. Close – Be sure to include a call to action. (p. 8, PG 3/30)