

## GUERRILLA TACTICS FOR EFFECTIVE PRESENTATIONS

The best presentations are a combination of information and energy. They are the products of speakers who inform, entertain, persuade and motivate. But, things are changing. No longer is “the great orator” the model for an effective speaker. With new developments in technology, speakers need an up-to-date strategy for projecting themselves so that they can stand out.

Even if the speaker is dynamic he risks becoming an assistant to the visual aids package and can literally disappear. If he is too dynamic, the visual aid becomes secondary and key points are either glossed over or left out. Today’s speaker must strike a balance between the message and the medium.

In “Guerrilla Tactics for Effective Presentations,” you will learn how to deliver an effective presentation. We’ll examine how positioning, presence, and voice come together to produce a winning performance. We consider survival strategies to deal with unanticipated problems and take a look at how to manage Q&A like a pro.

Think about the best presentations you’ve ever seen. Most likely, what comes to mind are features of the speaker and his presentation style rather than the speech itself. People often talk about a speaker being dynamic, entertaining, or charismatic. Ironically, these qualities are projected, not through words, but through nonverbal communication – body language.

Learn how speakers project power from the podium by their strategic use of voice and body language. We examine sales presentations to see how positioning, posture, gesture, facial expression, eye contact, and vocal qualities come together to produce a winning performance. These skills apply whether you’re selling a product or presenting an idea. As a bonus, this presentation is replete with a variety of unique sales ideas to enhance the way you present yourself to others.

### ABOUT BILL ACHESON

Bill Acheson is an expert in presentation skills, nonverbal communication, and the reading and interpreting of body language. Since 1985, he has taught communication at the University of Pittsburgh and during that time he has spoken to thousands of sales professionals about how to use presentations to sell more effectively. Today, he is a keynote speaker whose humor and insights into nonverbal business communications come together in a series of dynamic presentations.