



Sales Consultants

Sales Competence | Great Relationships | Outstanding Results

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Mastering Your First Board Presentation - Useful Tips

It is perfectly natural to feel a sense of nervous excitement the first time you present to a board of directors. In fact, if you did not, you probably would come across sounding monotone and unconsciously project behaviours that match the vocal tone.

Use the nervous excitement to your advantage. The adrenalin will help you to feel more energized and focused. It is adrenalin doing its job. If, however, you feel overwhelmed, this is entirely different. It means your emotions have taken control and you need to lower the internal dialog.

The side effects

- A dry mouth
- Intensified heart rate and shallow breathing
- Increased body heat, perspiration
- Weakness felt in the knees
- Pale appearance.

Counter the side affects

- Exercise to burn off excess energy
- Thoroughly prepare the presentation to build your confidence
 - Clearly define objectives
 - A well-structured presentation
 - Learn the introduction verbatim, to easily connect to the group
 - Pre-plan possible sales objections and responses
 - Practise in front of a video camera.
- Develop an advocate who can provide you with the names, and if possible, a background on those who will be attending. Given time and where possible, meet individual attendees in person. Get to know them and ask how they feel about the proposal
- Identify those who will endorse, those who are uncommitted at this point, and those who will vote against your proposal
- When presenting focus your attention on those in the meeting and not yourself. Show how their goals will be achieved.

Levels of presentation competence

Beginner - The emotion felt is fear, possibly panic. Your body language projects the anxiety you feel distracting the board's attention away from the presentation.

Basic - Excessive use of PowerPoint presentation slides to avoid or minimise feelings of discomfort. You prefer to take a support role rather than lead the presentation.

Competent – You feel tension prior to the presentation, but this does not stop you from wanting to proceed.

Professional – You feel inspired to present to boards and actively encourage these opportunities.

Clearly define Objectives

Presentations whether for a prospect or an existing client, it is mandatory to thoroughly pre-plan. Set one-to-three objectives per presentation. Any more and it will become unrealistic and unmanageable. Think in terms of:

- Purpose – Clearly define goals
- Progress – How to move the sales opportunity to the next step
- Results – Measurable and quantifiable.

Objectives are singular or a combination

What are you aiming to do?

- Inform – Present facts, transfer knowledge or clarify details
- Persuade – Alter attitudes, influence, persuade, ask for a commitment
- Inspire – Encourage, create mindset change to improve performance.

Keep in mind that in most instances you are better than you think you are, so turn down the critical voice. If you are in the beginner or basic stage of presenting, then I encourage you to keep learning and practicing. You will gain confidence as you improve.



Kurt Newman is a distinguished sales practitioner with a remarkable track record spanning industries. His expertise covers a wide range of products and services, including newly released, consultative, relationship-based, and highly competitive retail offerings.

Kurt's exceptional performance has earned him major sales awards and helped him set industry records. As a recognized sales expert, successful author, and respected coach in sales and personal development, Kurt has guided numerous organizations and individuals to achieve significant improvements in their sales performance and profitability.

In March 2000, Kurt founded Sales Consultants, an organization dedicated to enhancing sales performance across industry. His professional journey has taken him across continents, working with clients ranging from small enterprises to multinational corporations in Australia, the Middle East, Europe, and Asia.

Kurt's influence extends beyond direct consulting; he is a prolific writer whose sales articles resonate with a broad audience on social media and in traditional media publications. His authored works include *21 Timeless Insights for Sales Success* and *The Most Unlikely Salesperson*, and *50 Inspirational Sales Articles*.

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Kurt's commitment to continuous improvement and lifelong learning is evident through his ongoing studies and research into business dynamics and human behaviour, ensuring that his insights and strategies remain at the forefront of the sales and business development fields.