

Open your presentation

Opening statement (Engaging, benefit-drive, audience-focused):

e.g. The sales department always seems to be under pressure to perform. I'd like to show how we are going to reduce your workload over the coming year and increase your chances of hitting your sales targets.

P

Purpose:

e.g. Today I will explain the new sales campaign to you.

A

Agenda:

e.g. First we'll talk about last year's results, then the new campaign. Finally, we'll discuss next year's forecasts.

C

Cross examination (Questions):

e.g. If you have questions, please save them to the end of my talk.

T

Time:

e.g. We have only 20 minutes today, so let's get started.