

10 Things To Consider For A Successful Presentation

By George Calys

Congratulations. You made the shortlist. Now comes the interview. While it's not rocket science, it is work to pull off a great presentation. Here are 10 essential things to consider before every presentation.

1. What Is The Client Looking For In The Interview?

Is there a strict interview agenda that you have to cover? Does the client want to know about your past relevant experience? Your project team? Your approach to their project? Have you asked the client what they're looking for?

2.

arriving at the interview only to find that there's no place to plug in your projector or nowhere to place your beautifully rendered boards.

6. Preparing For The Interview.

Remember Joe Montana's beautifully executed passes? Or Michael Jordan's clutch shots? How many times do you think they went through those situations in practice?

Failure to adequately rehearse your interview is one of the most consistently made mistakes. Rehearsing your interview is not sitting around talking about the interview. Rehearsal means doing the interview just as if you were in front of the client. Say the exact words you are going to say. Time your presentation so you know it fits in the allotted time. Practice your Q&A responses so that you're not surprised or tongue-tied in the real interview. Consider using an interview coach for

9. **Leave Behinds.**

These are the written or graphic materials you leave with the client at the end of the interview. Don't pass them out at the beginning because this allows the committee to look at the leave behinds instead of listening to your presentation. Have your business cards included with the leave behinds so that you don't have to do the awkward business card exchange.

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