**Definition:**

A presentation is basically a speech or a demonstration given by an individual or a group of people to an audience inorder to inform, motivate, convince and inspire them.

It may also be defined as a formal introduction or information about new business products, ideas, or practices. It is usually carried out using audio-visual materials, such as projectors, documents, presentation software, whiteboards, charts, and more.

**Types of business presentations**

There are 3 types of business presentations. They include:

1. ***Informative Presentations***

The aim of this business presentation is to provide information and educate the audience. It may cover topics like

* Marketing plan
* Status reports
* Monthly reports
* Training

The main characteristic of this type of business presentation is it begins with a goal, and it is followed by specific action plans.

1. ***Persuasive Presentations***

This type of business presentation is commonly presented in the middle and upper management of companies. The aim of this presentation is to convince people to support a side.

Oftenly, this presentation begins with a problem and a proposed solution then followed by a situation analysis. On presenting, you must highlight the advantages of your viewpoint, as well as present facts and examples. This way, you can persuade your audience to favor your solution.

1. ***Group presentations***

The purpose of this type of presentation is to communicate the findings of a team or group. This presentation may be informal, but as with other types of presentations, it seeks to convince people to accept [new business strategies](https://grit.ph/business-strategies/) and findings.

These type of presentations are commonly used in corporate meetings where senior executives present their desired corporate direction, followed by team members discussing the topic in detail.

**Importance of creating a business presentations**

Usually, a business presentation is the first document or introduction about your organization or your organization’s products and services that your clients get to see. So, when one is making a presentation, he or she should ensure that it is well-crafted, visually appealing, and **engaging business presentation so that the audience sitting to listen to the presentation get the information given and avoid dozing off halfway through it. Therefore, a good business presentation offers many benefits, such as;**

1. ***Provides information***

A good presentation is highly informative and eye-opening. It’s a great opportunity to give out nuggets of details, facts, trivia, and statistics-backed data. It provides the listener with information in the most engaging way, which means that they walk out a better-informed and educated person.

1. ***Helps create connections***

A business presentation is all about communication, interaction, and bonding between you and the audience therefore it not only helps you convey messages and convince your audience but also builds relationships and creates better connections.

1. ***Offers inspirations***

The impact a good business presentation can have on an individual is far more than you can imagine. Since most business presentations involve the use of audio-visual materials, stories or anecdotes, handouts/pamphlets, or demonstrations, it tends to stick in the minds of the listeners. It keeps them engaged, offers inspiration, and helps influence their decisions.

1. ***It offers flexibility***

Business presentations allows presenters to be more flexible in a way that you don’t need to spend hours editing or changing your content to make way for new information when you have a presentation. You can easily modify it depending on its audience.

For instance, if you are making a business presentation in various market sectors, you can incorporate specific content for each audience group.

1. ***It is effective in reaching various audience groups***

As you all know presentations are a communication tool. You can use them in face- to- face meetings, zoom calls and many more. They can also be made available to download for your staffs so that they can study it more even after the presentation has concluded.

1. ***It increases engagement***

It makes it easier for the audience to engage. Through a solid presentation, you can hold peoples attention and make them understand concepts visually.

Presentations are also theatrical in nature therefore it creates a lasting impact compared to when you simply talk without visual aids. When your audience’s engagement is increased, you’re sure that they get your message.

1. ***You’ll be seen as an authority figure***

When you make great presentations, you will be encouraging more people to trust your brand.

Whether the presentation is for a sales campaign or a simple meeting for your company, presentations have the power to influence how people see you. In turn, this can affect their decision-making process.

Another reason why a presentation makes you an authority figure is that it promotes consistency. When you have a standard for presentations, everyone in your company can communicate information more consistently.

**How to make an effective business presentation**

1. **Start and finish strong**

The most crucial parts of a business presentation are the beginning and the end.

At the beginning, you must capture the audience’s attention. You can achieve this by asking an interesting question, polling the audience, or by making a bold statement. For example, you could say: “I have a product that could increase your sales by 100% or more.”

At the end, you must make a clear and direct call to action. You must tell the listeners how to take the next step such as ordering your company’s product or service or contacting a representative of your company.

1. **Connecting with your Audience**

You should remember to involve the audience, which includes making facial expression like eye contact, smiling where appropriate, and verbally thanking the audience for their attendance and attention.

You should treat questions from the audience as an opportunity to address concerns or skepticism and be willing to invite questions during the presentation instead of waiting until the end.

You can walk around during your presentations if it’s appropriate and comes naturally to you, but you shouldn’t feel compelled to do so.

When you speak, you should avoid using acronyms and technical jargon unfamiliar to your listeners and keep your pitch brief. Audiences in business presentations sometimes complain that pitches are hard to understand and too long.

1. **Keep it short**

While presenting, you may cut your business presentations to 20 minutes or less break because no body wants to listen to an hour-long presentation. This way you get to arrest the attention span of your audience from the beginning to the end.

1. **Use images and visuals**

Effective presenters know the importance of leveraging images and other visual aids in their presentations because reading presentations that contain huge blocks of texts is never fun.

1. **Use large fonts**

The texts and images in your slides should be clear even for those at the back of the room because the last thing you want is to have people at the back squinting because they cant see the text in your presentation.

It is also recommended to use simple fonts like;

* Times new roman
* Didas
* Arial
* Josefin Sans
* Libre-Bskerville

1. **Always end on a positive note**

When it comes to a business presentation, you should end on a high note by answering the question “what should we do next?”

This call to action will encourage your audience to think beyond your presentation and find ways to apply what they learned.

1. **Check the set- up**

Depending on the number of people you are presenting the business presentations to, you should always check the set-up before and, or ask someone to do it for you. This way, you will minimize the risk of running into technical issues that could affect your presentation’s success.

1. **Prepare for a question and answer**

At the end of your presentation, you have to ask your audience for questions or input. When taking note of possible questions, do not leave out the simplest ones.

It is also recommended to the answer by heart instead of simply reading them from your slide.

You can also prepare some questions at the end if in case your audience is too shy to ask questions. This way, there would be no uncomfortable and awkward silence.

1. **Don’t overload your business presentation with information**

When you make business presentations do not put all information in slides because this will only decrease the interest of your audience and your goal was not to make your audience read, but to make them listen.

You should use your business presentation to guide you when telling the story of the presentation. Here’s an order you can use for your slides;

* Introduction
* Agenda
* Problem
* Visual data
* Summary
* Questions (directed to you by your audience)
* Other backup information to answer possible questions