



BUSINESS SHOWCASE PRESENTATION

Guidelines for an Effective 10-Minute

Structure:

- Consider including in your presentation several minutes of practical information/tips that will benefit other members of SCBC. This will provide evidence that you are an expert and that you offer solutions to your clients.
- Allow two minutes for questions.
- A time keeper will give you a signal at 5 minutes and then 8 minutes.
- Thanks for keeping your presentation within the allotted time.

Presentation tips:

1. Position yourself so everyone can see you most easily.
2. Tell people briefly what you are going to talk about so people know what to expect.
3. Get attention and create interest right off the bat -- consider starting with a question or interesting fact or story. You can do this mid-stream too.
4. Consider visual aids to keep the presentation interesting. Many people are more visual than oral.
5. Make eye contact with as many people as possible.
6. Don't just stand there - use your arms and hands.
7. Keep the energy level up in your voice and body.
8. Wrap up with the one thought you want people to walk away with.

Content:

SCBC members would like to know:

- What your business is
- Whom you serve (characteristics as well as some of the names of businesses you do work for).
- What problems you solve.
- Your unique value proposition/ how you differentiate yourself vs. competition.
- How you can help them/who are good prospects for you.