

# m62 Reminds Presenters to Think: Enough About Me, Let's Talk About You

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Liverpool, UK ([RPRN](#)) 05/12/10 — m62 visualcommunications, the global leader in presentation effectiveness, is seeking to help presenters create the highest impact with their [business presentations](#) by focusing their message on the needs of the customer.

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An important part of any presentation is the establishment of company credentials. Presenters often develop a [PowerPoint template](#) on which to present background information about their business, citing their years of experience, certifications, accreditations, awards, and revenue figures – until this list becomes the majority of the presentation. This is all important information; however, research has shown that dwelling on this information for too long can switch audiences off and decrease the company's chance of making the sale.

This is because what prospects are really hoping to hear the presenter speak about is not his or her company, but *their* company. Part of showing a company's suitability to work with the prospect is demonstrating how well the company's solutions fit into the prospect's particular goals. This integral part of the sales message must be just as evident in the presentation as other sales material.

Nicholas Oulton, Founder of m62, commented: “With the focus on addressing the presenter’s ability to meet the audience’s needs, m62 recommends that this message is taken to its natural conclusion by structuring the main body of the presentation around the question: ‘What value can we offer you?’.

“By ensuring that this question is answered, credentials can be proved within the context of the client’s needs, constantly reminding them of the benefits of engaging with the presenter’s business.”

The language of the presenter can have a significant effect on the success of a presentation, and [presentation training](#) is recommended to make presenters comfortable with the slides. Effective presentation training leaves presenters prepared to engage over tough questions; and above all, able to link all information back to the benefits in the value proposition.

m62 has produced almost 10,000 presentations for clients worldwide and provides training in presentation effectiveness. m62 operates from offices in the UK, US and Singapore.

For more information about m62 visualcommunications, visit [m62.net](http://m62.net) or call +44 (0)151 259 6262.

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**About the author:**

m62 is the global leader in presentation effectiveness, from offices in the UK, USA, and Singapore.

PowerPoint design for sales presentations, marketing presentations, training presentations, and investor presentations; PowerPoint training; and presentation skills training.

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