

# CONSULTANCY CHALLENGE

BREAKTHROUGH TO INTERNATIONAL MARKETS

## PITCHING TIPS

### BE YOURSELF

It's hard to relax and be yourself when public speaking, but being authentic is the best way to connect with your audience. Be enthusiastic and show the audience all the hard work you have put into this presentation and consultancy challenge.

### ONLY SAY WHAT IS VALUABLE TO THE AUDIENCE

Focus on your audience's needs, you have worked hard on the brief make sure your presentation is built around what your audience will get from your work and presentation. What is the value to them? I know it's hard sometimes to present research as you want to talk about what you have found out, but make sure it's of use to the audience. What next...?

### SMILE AND MAKE EYE CONTACT

Smiling and making eye contact is a great way to build rapport. The more you connect with the audience the more you will be listened to.

### BARE ORGANICS

Natural Body Scrub  
150ml | 5.07oz

### THE OPENING

Try and grab the audience's attention from the start.

### BE PREPARED FOR QUESTIONS

Try practicing your pitch in front of friends, taking note of any questions they may have, if they have these questions, chances are your audience will have the same.

### PRACTICE MAKES PERFECT

If you can try not to script your presentation and just have key indicators or key messages you want to say, this will save you from messing up if you miss a word or line of your script.

## MORE RESOURCES TO HELP YOU:

### LYNDA

As a student of Loughborough University, you get access to an LYNDA account where lots of training is stored: <https://www.lynda.com/learning-paths/Business/improve-your-presentation-skills>

### TED TALKS

Inspirational videos and tips from professionals and experts can help you prepare for presentations here are a few TED Talk playlist which can help you:

[https://www.ted.com/playlists/574/how\\_to\\_make\\_a\\_great\\_presentation](https://www.ted.com/playlists/574/how_to_make_a_great_presentation)

[https://www.ted.com/playlists/226/before\\_public\\_speaking](https://www.ted.com/playlists/226/before_public_speaking)

