

May 1987

**TO: Executive Addressed**

**FR: James E. Lukaszewski, APR Chairman**

**RE: Building Executive Presence Into Your Presentations**

Mortimer Levitt in the book *Class, What It Is And How To Acquire It* suggests the four basic components of class:

- What you say
- How you say what you say
- What you do
- How you look

Why care about class? Because lack of it is among the most common reasons for losing sales, accounts, and customers. Without it we are often unable to present ourselves effectively, to project presence, build rapport, or maintain relationships. Establishing and keeping relationships through the way we present products and ourselves is a key to more sales.

Relationships deteriorate from:

- Poor initial impressions
- Neutral or negative lasting impressions
- Lack of knowledge of client's business
- Poor presentation skills

Presentations fail from:

- Speaking without clarity and with discomfort
- Written materials which are unclear and unorganized
- Poor listening, attentiveness and understanding
- Focusing too much on ourselves rather than on client problems and needs

Add presence to your presentations:

- Collect questions you're asked during presentations and client meetings. Develop answers that bring value to what you say and do and to your relationship with your audience or client.
- Use anecdotes and stories. Refine and develop them so that they enhance your personal presence and add value to your presentations. A good story, well told, can do more to keep clients and audiences than the highest level of technical competence.
- Always approach what you say, how you say what you say, how you look and what you do from the client/customer's perspective.

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