



## Getting Your Act Together: How to Finish with Flair Using Effective Q&A

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Today's executives and sales professionals know that it is not enough to make the pitch — successfully answering the questions following a presentation to the financial community, prospects, or the corporate board is necessary to make the close. No matter how good the story, no matter how fresh the allusions, there is a possibility the audience will feel they have “been there before.” Now that the prepared part of the talk is over, it is their chance to ask the penetrating questions that will help them sell themselves. Speakers World coaches you in strategies for successful Q&A that use “planned spontaneity” as a fundamental method.

While the question and answer session (Q&A) may be acknowledged as being critical for success, few presenters know how to prepare for the ad hoc portion of the presentation. Theater techniques, such as improvisation, are as effective on the business stage as they are in the theater. Speakers World has helped numerous executives and sales professionals learn how to use business theater techniques to make powerful and persuasive presentations — and to “ace” the all-important Q&A sessions that follow them.

**Getting Your Act Together: How to Finish with Flair Using Effective Q&A** is a Speakers World workshop designed to focus on preparing to successfully respond to ad hoc questioning. It is designed for anyone who must be dynamic, convincing, and relaxed while thinking on his or her feet.

**Getting Your Act Together: How to Finish with Flair Using Effective Q&A** shows you:

- Why it's important to prepare and rehearse for Q&A.
- How to maintain your solid delivery style.
- What to do when your audience isn't paying attention.
- How to make sure your audience is understanding your message.
- Why having a second close after Q&A is critically important in a presentation.

In **Getting Your Act Together: How to Finish with Flair Using Effective Q&A**, Speakers World helps you learn to increase your self confidence, anticipate questions likely to be asked, and craft responses that allow you to drive your points home in a way that your audience will be able to understand and appreciate. You will practice using Q&A as an opportunity to add a second close that re-enforces the messages from your presentation and calls your audience to action.



## Speakers World

Through our program, you will develop the tools to:

- Identify strategies for successful Q&A.
- Manage the Q&A with confidence.
- Learn to enjoy the Q&A portion of your presentation.
- Discover what the most important issues and concerns are for your audience.
- Build relationships with your audience that leads to future business.

### **Getting Your Act Together: How to Finish with Flair Using Effective Q&A**

is a comprehensive and intensive workshop that uses an innovative blend of theater techniques, improvisational games and extensive video feedback to help you learn Q&A strategies in a comfortable, supportive environment.

**Getting Your Act Together: How to Finish with Flair Using Effective Q&A** will help you to:

- Tell your story in a dramatic, compelling way.
- Think on your feet and speak extemporaneously with assurance.
- Project effective personal and professional presence.
- Reduce performance anxiety.

A pre-program assessment, extensive personalized video feedback, comprehensive program materials, follow-up individual coaching and group telecoaching support the program.

Develop a more effective speaking style today. Contact us at **415-474-1610** or **[www.speakersworld.com](http://www.speakersworld.com)** for more information on schedules and costs. Individual coaching, in-house programs and teleclasses are also available.



**Brenda Besdanský**, Speakers World principal, has extensive experience coaching professional and industry speakers and is an award-winning speaker and designer of communication skills training programs for major corporations and entrepreneurs. Brenda produced numerous public seminars and forums, programmed national conferences, and represented well-known professional speakers and seminar leaders as a nationally recognized agent. She formerly taught at City College of San Francisco in the Computer Science and Business departments. For more than two decades, Brenda has also engaged audiences as a humorist, corporate entertainer, and a film, television and radio talent. Brenda's stage experience brings an invaluable performance perspective to Speakers World training and coaching. She knows how to attract and hold an audience's attention — by keeping them listening, watching, participating, and in tune with the speaker's message.