

The SEER Format[®]: What to Say in Q&A

The planned part of the presentation goes fine, but what about the Q&A? Do you build or destroy your credibility when you open the floor to questions from your colleagues or customers? Nothing showcases your expertise like the ability to think on your feet and respond easily and credibly to questions. This 4-hour session focuses on the ten most difficult type questions from customers and colleagues, with specific techniques to handle each type most appropriately. You will practice and receive critique on facilitating a question-and-answering session.

Key Objectives

- Organize thoughts quickly and persuasively with the SEER Format[®]
- Respond effectively in impromptu situations
- Anticipate questions and prepare clear, convincing, and succinct answers
- Identify and respond authoritatively to ten difficult question types
- Retain poise and control the situation despite distractions or hostility

Who Should Attend

Anyone who handles question-and-answer periods in discussions with supervisors, colleagues, or customers

Materials/Texts

Participants will receive a copy of the text *Speak with Confidence: Powerful Presentations That Inform, Inspire, and Persuade* (McGraw-Hill) by Dianna Booher. Job-aid cards are also included.

Class Size

10 participants