

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

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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 presentation Q&A session focuses on the ten most difficult questions from customers and colleagues, with specific presentation skills techniques to handle each type most appropriately. Presentation Q&A skills training workshop participants will practice and receive critique on their facilitating a question-and-answer session.

### Key Objectives

- Organize thoughts quickly and persuasively with the SEER Format®
- State your opinions succinctly and clearly in impromptu situations
- Anticipate questions and prepare clear, credible answers to routine questions
- 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

Up to 10 participants