

## **TECHniques for Rental Professionals:** **Presenting Information to Influence**

Indiana Apartment Association  
Presented by Lori Klinka

\*\*\*What I want to improve is...

### **FOCUS:**

YOU- transform your nerves to energy

MESSAGE- don't get caught in the spiderweb

AUDIENCE- it's ALL about THEM!

Performance vs. Mastery

### **PREPARE:**

Purpose- Think- Feel- Do

Get Buy in-WIIFM

What? So what? Now what?

Virtual Presentations

Powerpoint- presenting data

Rehearse

### **ENGAGE:**

Stories

How can I influence? -research, benefits, trust, confidence

Story Coaching

\*\*\*What I will work on is:

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