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LINKS IN THIS DOCUMENT:

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[EXERCISE SMC-2-7-1-3](#) [TOPIC 2](#) [EXERCISE SMC-2-7-2-1](#) [EXERCISE SMC-2-7-2-2](#)
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* If prompted for a password, use the password that was emailed to you.

SMC-2-7-1-1 Means SMC **SEMESTER 2 **CLASS 7** **TOPIC 1** EXERCISE 1

WORKBOOK FOR SALES, MARKETING & COMMUNICATIONS SEMESTER #2 & CLASS #7 (ALSO CALLED SMC-2-7***)

3 TOPICS COVERED IN THIS LESSON: (Brief Recaps in Brackets. Click the text to jump to the page in this workbook where we cover the Topics).

- 1** [SMC-2-7-1: ACT 7: AUDIENCE Q&A STRATEGIES](#) (How to answer ANY audience questions, strategies and much more.)
- 2** [SMC-2-7-2: ACT 8: HOW TO PRACTICE \(BE AWARE AND PREPARE\)](#) (Tips on how to be much more prepared than your competition can ever be.)
- 3** [SMC-2-7-3: ACT 9: APPEARANCE: WHAT TO WEAR + EAT + SLEEP & GETTING INTO AN IDEAL STATE](#) (A comprehensive focus on physical and mental preparation.)

Please have this workbook open during the SMC-2-7*** lecture and fill in the blanks or answer the questions in this workbook when Chris asks you to do so during the live lesson (or during the replay of the live lesson). The homework for all lessons is always listed on the last page.

If you are watching a live version of this lesson, please let Chris explain the concepts and then we will have many opportunities for live Q&A when he mentions: “Does Anyone Have Any Questions?” You can also ask Chris questions about the concepts taught in this class during his weekly *For MBA Degree Program Students Only Weekly Q&A Webcast*, which is available at the following [link](#) using the password that was emailed to you.

Please note that after the class is finished, Chris will direct you where to go online in order to take a quiz based on the concepts taught in SMC-2-7. If you can't watch this class live, then Chris' team will have an edited [replay](#) of the lesson online within one day after this class has ended.

TOPIC 1 OF 3: SMC-2-7-1: Act 7: Audience Q&A Strategies

Optional: Type your notes for Topic #1 in this box:

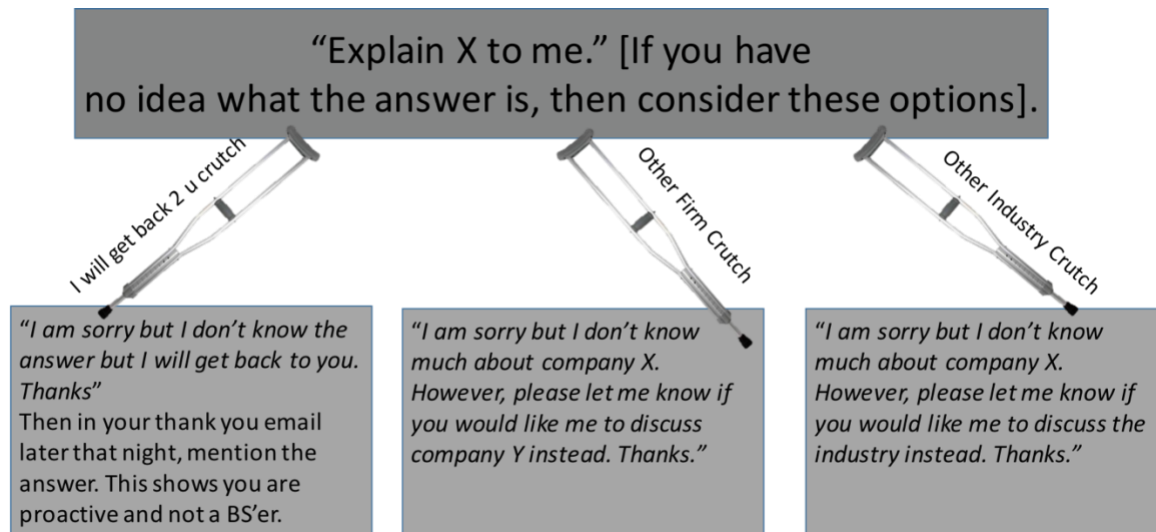
Optional: How can you apply what you have learned about Topic #1 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #1. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #1. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Before asking the question about Topic #1, please look at the first page of this document to see what he will discuss in Topic #2 and Topic #3 (in case your question will be addressed during Topic #2 and Topic #3). Thanks:

EXERCISE SMC-2-7-1-1: Answer Any Question that You Have No Idea How to Answer

I really want you to memorize and practice over and over and over again how to use the “I am lost template” (show below) because it really helps you to answer literally any question if you are stuck/lost. Repetition is the mother of all skill; please repeat using this framework over and over again.

Please memorize and record yourself practicing how to use these templates if you want:

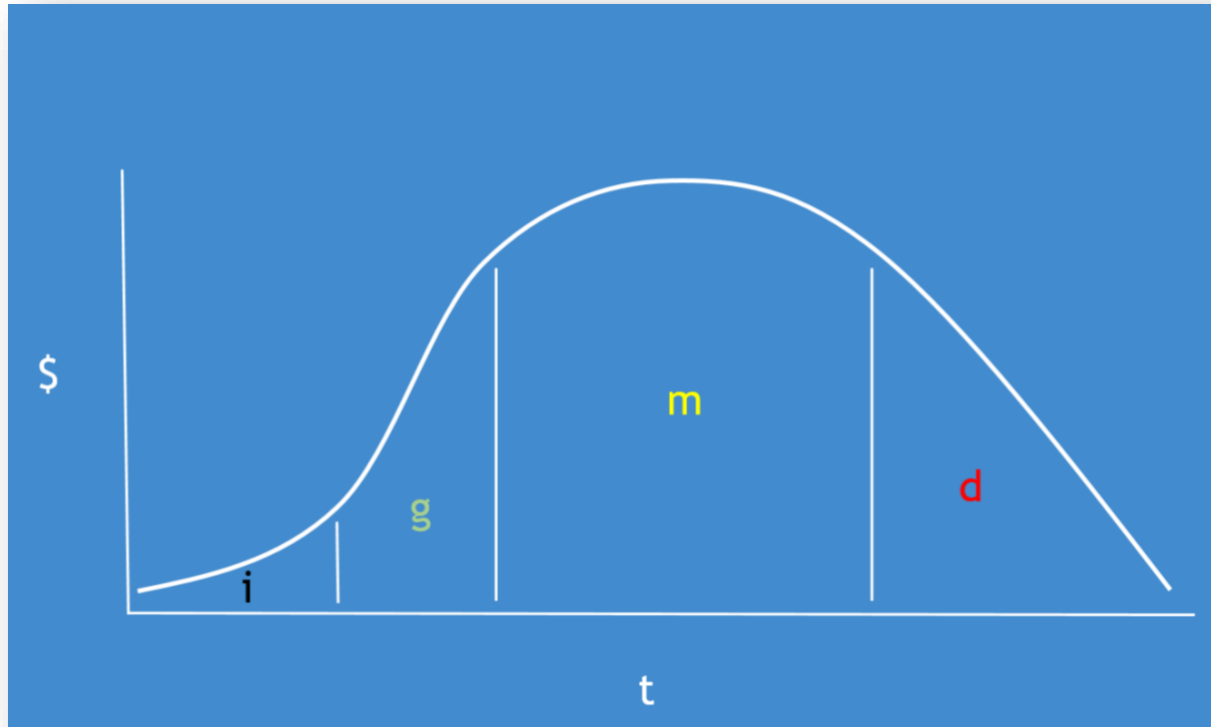


Separately (and this is optional), practice using these templates to answer questions if you want to:

The Boston Consulting Group (BCG) Framework:



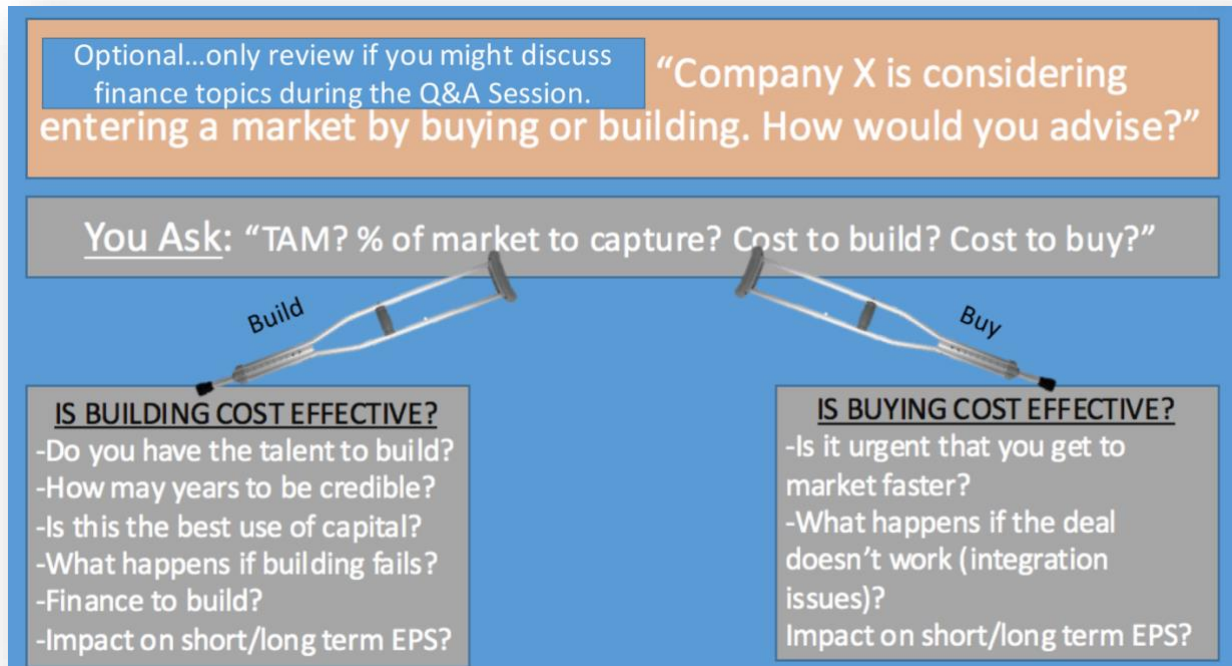
The Product Lifecycle Framework (the X axis is time and the Y axis can be revenue. i = introduction phase, g=growth phase, m=maturity phase and d=declining phase):



Porter 5 Forces Model Framework:



Finance M&A Model (optional – only review if you discuss finance topics thanks):



EXERCISE SMC-2-7-1-2: Using Transition Words to Structure Your Logic and Buy Time

You don't only have to use the transition words or the "buy me time" words that I mentioned in this Act, but I want you to be ready to use them if you have a lot to say and you want to structure your logic or if you need filler words to buy you a little more time so you can think of the best way to answer the question. Also, there is a tactful way to express disagreement (per Chris' discussion in the lecture today).

The answers to these questions are on the next page.

Question #1: If you disagree with someone, rather than say "I don't agree with you," you might want to say: _____.

Question #2: You need to buy a bit more time in order to answer this question that the audience member asks you: "*Please tell me why you haven't interviewed with our biggest competitor whose headquarters is very close to where you grew up?*" You could consider answering this question by prefacing it with a phrase like this that buys you some time:

_____.

Question #3: You are about to provide a lengthy answer to a question that has 4 parts to it.

What transition word(s) can you use between part 1 and part 2: _____

What transition word(s) can you use between part 2 and part 3: _____

What transition word(s) can you use between part 3 and part 4: _____

Answers to the Questions:

Answer to Question #1: “I used to feel that way, but I felt differently when I found out that....” [FEEL, FELT, FOUND OUT].

Answer to Question #2: “That’s a great question [smile a bit]; the reason that I haven’t interviewed or ever applied to work for them is that[remember don’t say anything negative about the competition].”

Answer to Question #3:

“In terms of...”

“Moving on to...”

“Lastly, ...”

You can also start the first part of the answer with “I’ll kick it off with....”

EXERCISE SMC-2-7-1-3: Answering Questions the Preemptive & Logical Strategic Way

Please create 5 answers to questions that audience might ask you and then consider their follow up question and answer their follow up question.

For example:

Fictitious Audience Question: *“Why did you attend X university?”*

Your Initial Answer: *“Because it has the best liberal arts program out of all of the universities that I visited.”*

Follow Up Question from the Audience: *“What other universities did you visit?”*

Your Follow Up Answer: *“I also visited X and Y universities and I felt that....”*

Audience Question #1:	
Your Initial Answer to Question #1:	
Audience Follow Up Question:	
Your Follow Up Answer:	

Workbook for SMC-2-7 (Semester #2 and Class #7 for Sales, Marketing & Communication)

Audience Question #2:	
Your Initial Answer to Question #2:	
Audience Follow Up Question:	
Your Follow Up Answer:	

Audience Question #3:	
Your Initial Answer to Question #3:	
Audience Follow Up Question:	
Your Follow Up Answer:	

Workbook for SMC-2-7 (Semester #2 and Class #7 for Sales, Marketing & Communication)

Audience Question #4:	
Your Initial Answer to Question #4:	
Audience Up Question:	
Your Follow Up Answer:	

Audience Question #5:	
Your Initial Answer to Question #5:	
Audience Follow Up Question:	
Your Follow Up Answer:	

TOPIC 2 OF 3: SMC-2-7-2: Act 8: How to Practice (Be Aware and Prepare)

When Chris tells you to, you can *optionally* download the TEDx Talk presentation that Chris mentions at this link: <http://harouneducation.com/smc-2-7>

Optional: Type your notes for Topic #2 in this box:

Optional: How can you apply what you have learned about Topic 2 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #2. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #2 At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Before asking the question about Topic #2, please look at the first page of this document to see what he will discuss in Topic #3 (in case your question will be addressed during Topic #3). Thanks:

EXERCISE 2-7-2-1: Recording Yourself Practicing & Critiquing it :)

For homework or before your next big speech, record yourself presenting with your smart phone. Then after you record yourself, please complete the following 3 tables based on the presentation and slides that you just created, and video recorded.

Please answer the questions in the following 3 tables after you watched the video recording of yourself practicing your speech:

Table #1: Analyzing Your Presentation Content, Audience and Purpose (C.A.P.)		
Question	Answer Yes or No	If you answered No, how could you change the content of your presentation so that the answer is Yes and not No?
Was your overall presentation <i>content</i> C onvincing?		
Was your overall presentation <i>content</i> I nteresting?		
Was your overall presentation <i>content</i> D ifferent?		
Was your overall presentation <i>content</i> E ducational?		
Was your overall presentation <i>content</i> R elevant?		
Was your overall presentation <i>content</i> appropriate for your targeted A udience?		
Did your overall presentation <i>content</i> address the P urpose of your presentation?		

Table #2: Analyzing Your Presentation Slides (P.I.M.C.O.)		
Question: Did Your Slides Address at Least 2 of the P.I.M.C.O. Concepts?	Answer Yes or No	If you had fewer than 2 Yes answers in the previous column, then please look at your slides to see if you can make any changes in order to have at least 2 Yes answers in the previous column. Write down your changes here.
Did your slides have at least 1 P icture?		
Was there anything on your slides that was I nspirational (for example, a quote)?		
Were your slides M inimal (meaning not too many bullet points and words on each slide)?		
Were your slides somewhat C onsistent (meaning not too many different fonts, etc)?		
Were your slides O riginal (meaning different from other presentations that you have seen)?		

Again, please note that I recommend that your slides have 2 or more of the P.I.M.C.O. components.
Thanks

Table #3: Analyzing Your Delivery and Confidence		
Questions: Please answer the questions below about your delivery. Thanks	Answer Yes or No or Not Applicable	If you answered No to any of the questions in the previous column, please write down what you need to do in order to turn that No into a Yes. Please note that if you answered Not Applicable, then skip that respective question(s).
Are you happy with how passionate you were in your delivery for the entire speech (meaning the start, middle and end)? <i>[If applicable]</i>		
Are you happy with how inspirational you were in your delivery? <i>[If applicable]</i>		
Are you happy with how you transitioned (structured) between topics (i.e., “moving on to” or “in conclusion?” etc).		
If your speech was over 10 minutes did you show enough images or a video or an animation?		
Are you happy with how little time you spent reading your slides? <i>[If applicable]</i>		
Are you happy with how you involved the [pretend] audience?		
Are you happy with humor or self-deprecation you used? <i>[If applicable]</i>		
Are you happy with the clarity of your speech (meaning not just your delivery but are you happy with the simple words you used....as big words lose some audience members)? <i>[If applicable]</i>		
Are you happy with how many times you paused (if needed for effectiveness) in your delivery? <i>[If applicable]</i>		

Table #3: Analyzing Your Delivery and Confidence		
Questions: Please answer the questions below about your delivery. Thanks	Answer Yes or No or Not Applicable	If you answered No to any of the questions in the previous column, please write down what you need to do in order to turn that No into a Yes. Please note that if you answered Not Applicable, then skip that respective question(s).
Are you happy with how you changed your tone in the presentation)? <i>[If applicable]</i>		
Are you happy with the speed at which you spoke (not too fast)?		
Are you happy with how much you smiled? <i>[If applicable]</i>		
Are you happy with how much you used your hands?		
Are you happy with how many people you made eye contact within this pretend speech?		
Are you happy with how confident you appeared while delivering your awesome masterpiece of a speech? :)		

Please take note of how long that video presentation you just recorded was. Was it too long? If you have your speech written out you can go to this website in order to calculate how long your speech will be in minutes: <http://www.speechinminutes.com>

Use your smartphone or another timer device and have it visible in front of you when you present if you want to while you are practicing and on your big day too if you want.

Please memorize the opening sentence. And then ending sentence as well, so you can hit the ground running and if needed, you can wrap up your speech early if you have to.

EXERCISE SMC-2-7-2-2: Your Preparation to Do List for the Few Days Before Speech

Not all of the items in the table below will be applicable, but please write Yes or N/A or No for each item. There is also an optional comment box beside each item in case you have notes you want to write down. Thanks

Your Preparation To Do List for the Few Days Before Speech		
Here are your to do items in the days (or weeks etc) before your speech (if applicable):	Answer Yes or No or Not Applicable	If you answered No to any of the questions in the previous column, please write down what you need to do in order to turn that No into a Yes. Please note that if you answered Not Applicable, then skip that respective question(s).
Pack/bring an extra shirt, pants, jacket etc. (don't forget to get your clothes dry cleaned a week or so before). Don't forget to wear clean shoes with soft bottoms so you don't make much noise as you walk on the stage.		
Pack/bring a steamer (I like it better than an iron) and NEVER iron your clothes the morning of. Do the night before.		
Pack/bring mints in case you speak with anyone after the presentation.		
Pack/bring a nutri bar and put in in your jacket pocket or laptop bag etc and eat an energy bar before you present.		
Pack/bring a bottle of water as they sometimes forget to give it to you when you present.		
Pack/bring business cards and product details brochures if applicable. Also bring a few cheap USB drives that have details on your product and give them to huge sales		

Your Preparation To Do List for the Few Days Before Speech		
Here are your to do items in the days (or weeks etc) before your speech (if applicable):	Answer Yes or No or Not Applicable	If you answered No to any of the questions in the previous column, please write down what you need to do in order to turn that No into a Yes. Please note that if you answered Not Applicable, then skip that respective question(s).
prospects if applicable.		
If your speech is early in the morning and you usually get up later, get up earlier for a few days before your speech.		
Pack/bring your ID as you might need it to get into the room or the building.		
Pack/bring a USB backup drive with your speech on it.		
Pack/bring your clicker and backup batteries for your clicker.		
Pack/bring your laptop and make sure your laptop is charged in case you can't plug it in. If the audio visual person tells you to use their laptop, be stubborn and politely say no.		
If you can, borrow or bring a backup laptop. Always bring your laptop with you on a flight and don't check it in (in case your checked luggage gets lost).		
Bring all types of cables to attach your laptop to a monitor just in case they don't have the right cables at the event. Don't be cheap, buy the best brand if you can and		

Your Preparation To Do List for the Few Days Before Speech		
Here are your to do items in the days (or weeks etc) before your speech (if applicable):	Answer Yes or No or Not Applicable	If you answered No to any of the questions in the previous column, please write down what you need to do in order to turn that No into a Yes. Please note that if you answered Not Applicable, then skip that respective question(s).
test it out before. If you can, buy the brand made by the company that made your laptop. We all know how buying cheaper iPhone or android chargers stop working after a while...you get what you pay for.		
If there is sound in your presentation, bring or borrow or buy small powerful speakers as a backup if you can (keep the receipt).		
Pack/bring a charged iPhone, android or tablet for a timer to use during your speech (you can put it beside your laptop screen if applicable).		
Bring the phone number of your contact for the event and keep your phone on ONLY before the speech...then please turn it off before you speak.		
Wear or bring layers of clothes in case the temperature is too hot or too cold.		
Buy ear plugs so you can sleep well the night before if applicable.		
Email your contact for the speech the day before to confirm.		
Bring aspirin or throat lozenges if needed.		

Your Preparation To Do List for the Few Days Before Speech		
Here are your to do items in the days (or weeks etc) before your speech (if applicable):	Answer Yes or No or Not Applicable	If you answered No to any of the questions in the previous column, please write down what you need to do in order to turn that No into a Yes. Please note that if you answered Not Applicable, then skip that respective question(s).
If you are speaking out of country, make sure you bring the appropriate electrical plug adapters.		
Bring markers for a whiteboard or bring a portable whiteboard etc if you want to in case you need to use it in the Q and A.		
Travel to the event the day before so you are familiar with the setting. Do you know where to park? Bring cash as well as some places where you park don't accept credit cards.		
Turn off annoying warnings on your laptop like security notifications from Symantec or McAfee and Windows or Apple Software Update notifications and all other notifications.		
Restart your laptop that morning and make sure you have plenty of space on your laptop so it can run faster and only have your presentation software program open.		
If you might use a browser during the Q&A make sure you have Wi-Fi access and open your browser in private mode if you want (the Wi-Fi code at conferences is		

Your Preparation To Do List for the Few Days Before Speech		
Here are your to do items in the days (or weeks etc) before your speech (if applicable):	Answer Yes or No or Not Applicable	If you answered No to any of the questions in the previous column, please write down what you need to do in order to turn that No into a Yes. Please note that if you answered Not Applicable, then skip that respective question(s).
often on the back of your name tag if applicable).		
Run a security software scan on your laptop the day before.		
Bring earphones and listen to whatever music gets you in a relaxed and peak state before you present.		
If you are flying to present, arrive way before...like at least a day before.		
Bring a notebook and a nice pen as you might need to write down a question that you can't answer so you can research the answer later that day and email people the answers or say you will put the answer that evening on your website to the audience. Of course provide your website address.		
Bring a classy/conservative bag to carry your presentation items in. Same thing with your suitcase if you are going to bring it to the event. Perception becomes reality in the mind of the audience when it comes to every single thing about your appearance.		
Other:		
Other:		

Bottom Line: Why are we bothering to pack/bring all of this stuff? Because your competition will not (and 1 speech can change your life)!

TOPIC 3 OF 3: SMC-2-7-3: Act 9: Appearance: What to Wear + Eat + Sleep & Getting into an Ideal State

Optional: Type your notes for Topic #3 in this box:

Optional: How can you apply what you have learned about Topic #3 today to enhance your career (or to make you happier and more successful in general)?

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RESOURCES

Here is the link to the **YOU ARE MORE LIKEABLE WHEN YOU MESS UP** video that Chris mentions in Topic 2: <https://www.youtube.com/watch?v=Mh4f9AYRCZY>

HOMEWORK

After this lecture, please complete any exercise(s) in this workbook that you have not yet completed (if applicable) and the quiz associated with this lecture. The quiz is always in the last lecture for each class.