



The ECHO™ — Your Weekly Presentation Tip

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Keep Q&A on Track

Our clients often ask us how to keep their Q&A on track. They start out taking questions about their presentation content. Suddenly, they discover they've allowed the questions to wander far from their subject. How did they get there? How do they get questions back on track?

Look for ways to tie back your answer to your presentation. Tie back to a key benefit, or restate your recommendation. Use language like:

- "That's why it's so important that we..."
- "And that will give us (the benefit)..."
- "So you can see why we need to..."
- "That's one more reason why..."

When you tie back, you keep your Q&A on track and make the best use of everyone's time.

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