

Handling Q&A



- Questions are opportunities for you to reinforce your message and elaborate on certain points
- Anticipate likely questions, and practice your answers beforehand
- Listen carefully and attentively to the question
- Never respond defensively nor aggressively
- In large rooms, repeat each question to confirm it and to make sure the entire audience heard it
- Reply to the entire audience, not just to the person who asked the question
- Don't know an answer?
 - Don't make one up
 - Qualify your answer
 - Offer to look it up
 - Ask the audience for input
- No questions?
 - Ask the audience some
 - Mention frequently asked questions
- K.I.S.S. (Keep your answers short and sweet)
- Remember: Q&A is a crucial part of your presentation



People who give the best answers are those who know when to stop.