

# DEVELOPING YOUR TOPIC FOR BUSINESS PROFESSIONALS

DEVELOPING YOUR TOPIC -FOR BUSINESS PROFESSIONALS
<u>What is the product or service that you are selling?</u>
<u>What's wrong or right with it with the industry that is associated with your product or service?</u>
<u>How can your product or service make the industry better?</u>
<u>Most importantly, how will this benefit the consumer?</u>