

Which topics should be in  
**YOUR WINNING PRESENTATION?**





# THE BIG IDEA

In **1-2 sentences**, what is the presentation all about?

What is the central topic of **change**?





# PAIN

What is the **problem**  
you solve?

The **Why** of the  
product







# PAIN

What's the  
**Human Result**  
of the problem  
you're solving?







Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

**Put a number on it!**





Be specific

# PUT A NUMBER ON IT



"It wastes a lot of hours"


"They have to make a lot of calls"



"It takes up to 72 hours"

"They have to make up to 30 calls"





# PRODUCT

Project/Proposal

How do you **solve**  
the problem?

Short **description** of  
the project/proposal







# WHAT'S IN IT FOR THEM?

How does your  
proposition **match** their  
**strategy** and **ambitions**?

What's the possible  
**opportunity** of the  
proposal?





# OBJECTIONS

Any common  
**misconceptions** or  
barriers to deal with?

eg - *'We tried that a  
couple of years ago - it will  
never work!'*





# WHAT DO YOU NEED TO MAKE IT HAPPEN?

**People** resources?

Time **commitment**?

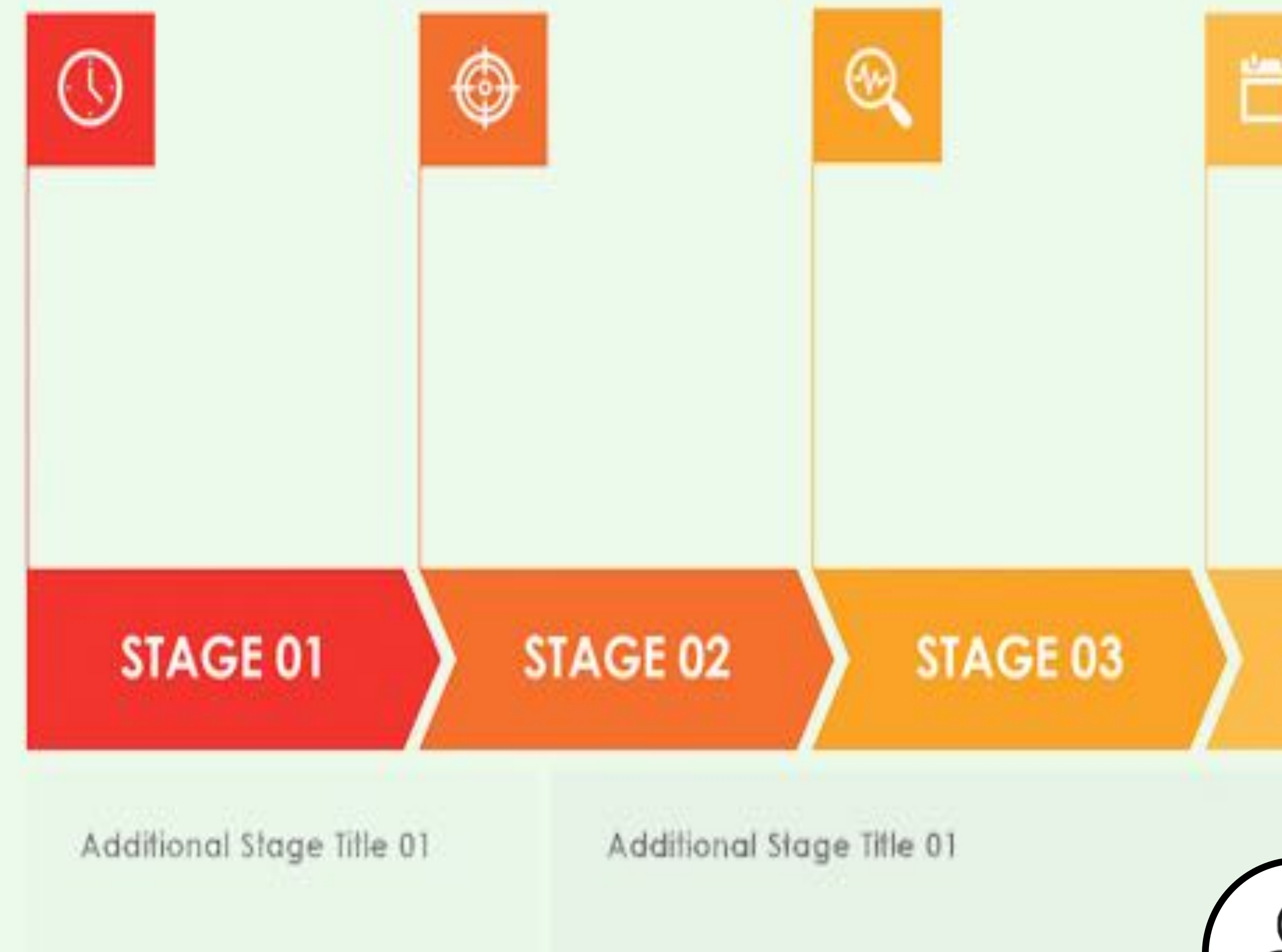
Money?

Feedback?





## Project Timeline



# TIMELINE

What happens, **when**?

What happens **next** -  
first steps?

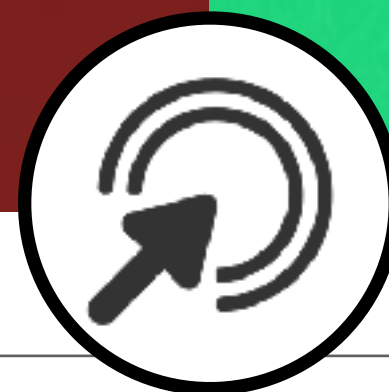




# CALL TO ACTION

What should they **do**

Translate your  
**Objective** into a **clear**  
call to action







# TEAM

**Who** will make it happen?

**Skills?** Experience?  
**Character?**





# ONE LAST THING...



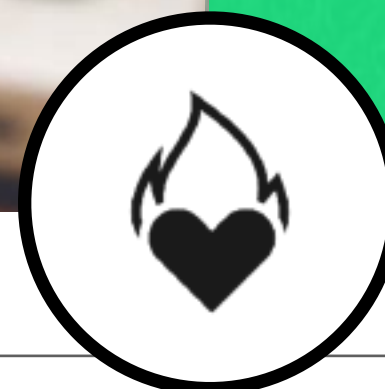




# WHY YOU?

What's your  
**personal motivation** to  
offer this proposition?

Your **Enthusiasm**  
Counts!





A close-up of a woman's face, partially obscured by a vibrant, abstract overlay of colorful bokeh lights and question marks. The bokeh consists of various sized circles in shades of pink, purple, blue, and yellow. The question marks are in a dark, textured font, appearing to float within the bokeh. The woman's eyes are closed, and her lips are slightly parted, showing a soft smile. The overall effect is dreamlike and celebratory.

# QUESTIONS?

Please ask  
**IN THE CHAT or BY VOICE!**





**15**  
**MINUTES**

**Including break**

# ACTION STEP

**Brainstorm** content for  
**3-4 topics from;**

Pain, Product,  
What's in it for them, Objections,  
What do you need, Timeline,  
Call to action, Team, Why You

Don't **think** too much:  
just **write!**