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PRESENTATION DESIGN (WC #1215)

WHY PRODECK PRESENTATION FOR YOUR PRESENTATION NEEDS?

You have one chance to get your message across. It must be compelling, expressive, and memorable. It must impact your audience to create a strong, immediate, and emotional response, succinctly.

Your presentations must shine to your audience, not be loaded down with boring text, never-ending bullet points, and cheesy clip-art. Your message needs to be unequivocally loud and clear. Since this opportunity might be your only chance to win your audience, your presentation must be reliable and professional. How effectively you communicate your message shapes the way you'll do business with them down the road.

All this is pressing on you. That's why you're seeking the best team for your money. The Prodeck Presentation team designs professional presentations for large and small companies alike, ranging from hi-tech to non-profit to start-ups. We offer an array of communication options, including PowerPoint, Keynote, Prezi presentations, and more, to help you impress your audience and, therefore, increase your credibility.

Our strategy: we listen and familiarize ourselves with the overall objectives of your presentation. We outline your goals, as well as noting your intended audience and their perspective. We review your desired location and your methodology. Whatever content you've gathered is carefully scrutinized so that it concisely meets with your goals, and we then hone in on your most important elements.

We polish and rework all your content and begin to incorporate design and structure into your presentation until it shines for your audience. Our presentation experts will then finalize the development of unique and custom designs that precisely maintains your brand guidelines and creates a powerful message.

Throughout the process, your team will know that your presentation, in whatever venue you choose - PowerPoint, Keynote, or Prezi presentation - will consistently meet its goals each and every time.

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SALES PRESENTATION

PRESENTATION 101

Have you ever considered how much weight the quality of your sales pitch has on whether you win the sale or whether your competitor wins? Of course, you have! That's why you're reading this webpage. You know that having a high-octane presentation is crucial to your success. However, we all know that most presentations are lackluster and rarely are compelling enough to motivate the prospective buyer into positively making that decision. So, how to motivate customers?

When you engage us to help you build a better sales presentation than the one you're using, we usually start with assessing answers to the following questions:

1. Are you making the sales presentation relevant? Are you using a generic presentation, giving the same "canned approach" every time? That won't get you very far, partner. Every discussion concerning your product or service must be modified and adapted to each person. You must include specific talking points that are uniquely geared towards that customer. Bring up how your product or service is the answer to their particular problem. To do that, you need to ask lots of probing questions before you even start discussing your company.
2. How will you connect the dots between the prospect and your product or service? Show your prospect – physically, if possible - how your product or service benefits them. Our team suggests handing the prospect a sample; give them something tangible to examine in detail. Your prospect will be able to clearly see what benefits they will get from using your product as compared to what your competitors offer.
3. What's your point? Gone are the days of long-winded sales speeches. Our Prodeck Presentation team advises that you recognize your company's key points and be ready to list them off at a moment's notice. Practice verbalizing these key selling points before meeting with your prospect.
4. Are you enthusiastic and energetic when discussing your product or service to a prospect? Pay attention to maintaining your voice inflections and keep away from that boring monotone level. Our company meetings are taped via voice recorder so we can hear what we sound like exactly when we discuss our service and products. The ultimate goal is always to appear to sound exciting and dynamic.

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5. Do you incorporate an attractive theatrical performance in your presentation? Practice a little good showmanship; it adds flair and value to your message.
6. Are you using a physical approach when giving a presentation? Conversations are so much more meaningful when the presenter is physically active. Move about naturally; use visual aids, such as a flip chart or whiteboard. We've got some tips for you to try out if you need help.
7. Last but definitely not least, do you believe, really believe, in your product or service? We firmly believe that this point is the most crucial component of any presentation, no matter the venue or phase your business is enjoying. Without this element, how can you expect your customer to be motivated enough to buy? Fall in love with it! Be physically and emotionally animated when you discuss the business. Do you exhibit excitement in your voice and actions? If not, please take a time out and change your approach. Find that zest for your product or service, and it will exude success.

INVESTOR PRESENTATION

One of our core specialties that we enjoy is working with start-ups. Naturally, most start-ups must raise money for their company. If you're a startup, you'll inevitably need to prepare a few relevant documents for prospective investors. An investor presentation or a 'deck,' as it is commonly called, is one of your most important documents. All successful collaboration between a startup and investor begin, (and unfortunately end, if the presentation is ill-prepared) with strategic planning and follow-through.

Working together with the team at Prodeck Presentation before, during, and after your fund-raising campaigns will help you stand head and shoulders above the crowd. You'll receive high-impact pitch presentations with improved quality and consistency that will positively reflect in your bank account. Why risk a painful rejection?

If you've started your researching on how to model your investor presentation, be forewarned. There is no one-size-fits-all template. Being too predictable has been the downfall of many a startup. Keep in mind that investors see numerous startup presentations a year, all seeking their nod and consent. A savvy investor can usually mentally track a startup's path if it appears too familiar.

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Of course, investors' opinions are determined by multiple factors and most are not in your control. However, using a poorly created deck can sabotage things before you have a chance to share your plan. It all comes back to the creative phase.

With our expertise, we'll ferret out unique points, such as, for example, if you have a unique way of acquiring customers, or you've exhibited a high rate of growth. Anything that makes your story unique, to show that your company could really be on to something. (Using our services is like a Gold Star for you, as it demonstrates that you have lined up an exceptional team in partnering with us.)

You'll want to talk to us before you schedule that first investor deck. When they ask to see your pitch deck, you'll be more than ready. Hint: we'll be focusing on your startup's growth and sustainability metrics as well as your present traction.

Remember, making that perfect investor pitch alone may not single-handedly raise you the funds, but it certainly gives you a stronger lead!

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