

# 4 THINGS TO KEEP YOUR PRESENTATION ON THE RAILS!

1



**Know your audience!** Understand the key stakeholders and why they are important.

**Know why they are evaluating your goods or service.** Understand the exact need you are addressing.

2



**Know how the customer will benefit.** Understand the exact need you are addressing.

3



**Know how to move ahead.** Understand what a clear path look like for your customer.

4

