

Customer/Sales Opportunity: _____

Product: _____

Customer next step following this presentation: _____

My objective: _____

OPEN

Purpose:

Grab attention:

Confirm customer identified needs:
(whiteboard)

☐☐☐☐

Ask: Is the list accurate? Complete?

Overview **BODY** outline:

1. Product introduction.
2. How this product meets your needs.
3. Additional considerations.

BODY

1. Product Introduction

Product overview, background, design intent, context

2. How this product meets your needs

Cover known customer identified (specified) needs from the OPEN. Share how the product solves issues, and/or provides concrete outcomes.

3. Additional considerations

Develop contrast from competitor products with, meaningful unconsidered features/function/application/needs.

CLOSE

Summarize key points.

Q&A

Next steps: “Does it make sense...”