

CREATING A SELLING PRESENTATION

by

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The presentation is often the premiere opportunity for a company leader to present his/her compelling business opportunity. Such presentations raise the heart rate of the audience and cover the following in *no more* than 12 slides:

1. Communicates what I'm looking for (\$, strategic help, resources).
2. Has a company overview, elevator pitch, vision/mission statement (or purpose).
3. Describes the problem, the market and the opportunity size.
4. Offers my solution, one slide higher level with the benefits.
5. Offers my solution, one slide deeper level (two slides at the most).
6. Describes the competition, the incumbents.
7. Shows how this is brought to market, which mechanism.
8. Shows how we make money and how much.
9. Presents the team.
10. Describes where we are in our plan, what we're going to do and by when.
11. Provides a summary and what I want from *the audience*. The summary is a call to action with no more than three *memorable* points.

Convincing presentations are written in plain English, often with the following structure:

1. This is what I am going to tell you.
2. Now I'm telling you.
3. This is a summary of what I told you.

Each slide should have no more than a handful of bullets and/or a graph that depicts what I want you to understand. Three bullets are ideal.

Under the *best* of circumstances, 50% is remembered after one hour and 10% after one week.

The presentation needs to be to the point, passionate and as free from “geek speak” as possible.

Remember Mark Twain's line: *I did not have time to write you a short letter so I wrote you a long one.*

The document should take up no more than one megabyte.

“Less is More”
—Ludwig Mies van der Rohe