

Checklist for Customized Solutions-Based Presentations

1. First slide with company's name, logo, and a catchy **theme** that communicates that you understand its challenges and suggests a partnership.
2. Second slide with a concise **Introduction** which includes a statement of the purpose of the presentation.
3. Next, a list of **Agenda** items or a **Table of Contents**
4. A list of the prospect's **marketing and advertising goals**
5. A list of the prospect's **challenges** in achieving those goals
6. A statement of the prospect's **current strategy** in achieving marketing and advertising goals (differentiation, focus, low-cost producer, e.g.)
7. A description of the **prospect's primary customers/target audience**
8. An identification of **opportunities that are solutions** to the prospect's problems and challenges
9. Present the **advantages of your solution** over your competition, but **don't knock the competition**.
10. Present **the benefits of your solutions** (schedules, campaigns, packages, etc.) to the prospect's challenges.
11. Show specifically **how the solutions and recommendations will make their business more profitable**. Use an **ROI analysis** if appropriate.
12. Show relevant **success stories and case studies** from similar customers as proof of your ability to perform and get results.
13. Show **terms and conditions** if they are different from standard terms and conditions in your medium.
14. A concise **Summary** of the main benefits and solutions
15. A **Conclusion** or **Next Steps**, both for you and for prospects to implement the proposal and/or to advance the partnership, which is a **call for action or commitment**
16. An **Appendix** containing numbers and supporting information