

#1

Diagnose



- summarise client's problem,
- show what have to happen to solve his problem,
- describe how his life will look like once the problem will be solved

#2

What you should know about us?



Don't write that you're “innovative” or “customer oriented” - everyone can say it.

Be more specific and tangible. Do you do something better than your competitors? Do you have some unique advantages? The less companies could use your advantages to better those advantages fit here

#2

Example



Someone who speaks with a Software House doesn't have to be reminded you "develop mobile and web apps". Instead say how many projects you made in the client's industry or why your approach to software development is more beneficial for your clients

#2

Be precise and tangible



“we are customer oriented” -> “your questions will be answered in less than 2 hours”

Sentence like “we are the only company which...” or “we are steroids for...” also fits here well

#3

Where did you solve similar problems?

...

Show logotypes of companies with whom you helped
Write how many client's you had

#4

Results of solving problems



“Company X had problem Y and...:

- problem Y was solved,
- metric A increased by...
 - costs decreased by...
- B hours of time was saved”

#5

What client's say about us?



That's the place for testimonials. You don't want your testimonials to be read as "the talking head". So use them in the right context

#5

Example



Do you often hear your price is way too expensive? Ask clients to answer the question “How the investment in the cooperation affected company’s revenues?”

- this question should be the title of the slide,
- on the slide show a couple of answers.

#6

How we can help you?



Show a little bit of magic which solve your client's problems.
Remember that infographics and sharp sentences are more likely be
read that long blocks of texts

#6

What is the pricing?



Just show the clear and understandable pricing

#7

Team



“We are the team of experienced professionals” -> “John Smith has X years of experience”, “Anna Doyle made Y projects in the industry A”

#8

Let's talk



Photo (with your smiling face)

Name and surname

Phone number

E-mail