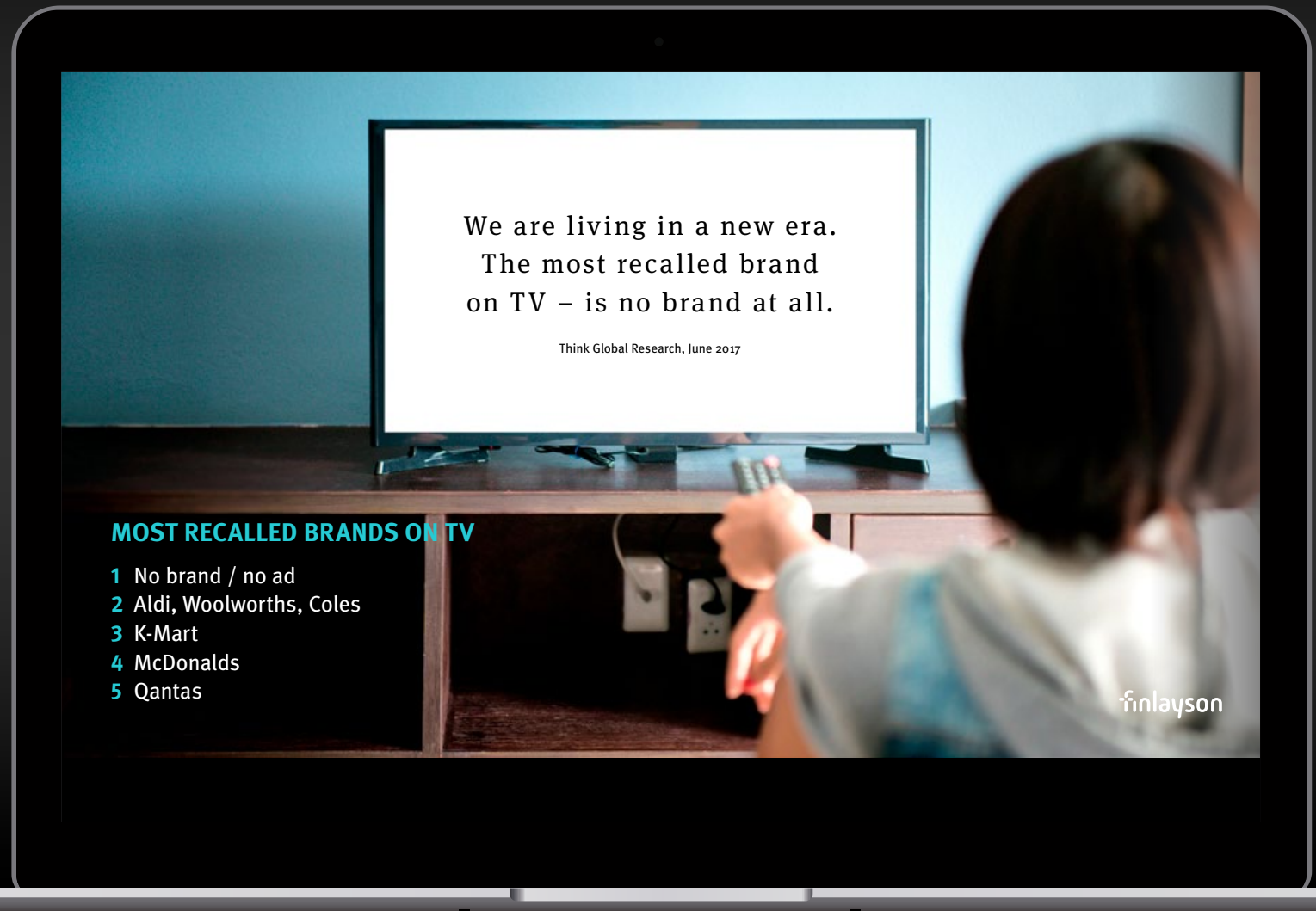


# How to capture your audience with a brilliant sales deck

1

Identify a big and relevant change in the world.



# How to capture your audience with a brilliant sales deck

## 2

Show that there will be winners and losers  
A natural result of change, this is where your B2B prospect sees that there are two paths available.



Consumers today seem increasingly underwhelmed by the advertising on offer. Almost nothing seems to be both cutting through and making a connection.

2000



2017



Yellow Pages  
"Not happy, Jan"



**57%** couldn't indicate a single advertisement that they remember feeling positive about.

**66%** couldn't think of one advertisement they disliked.

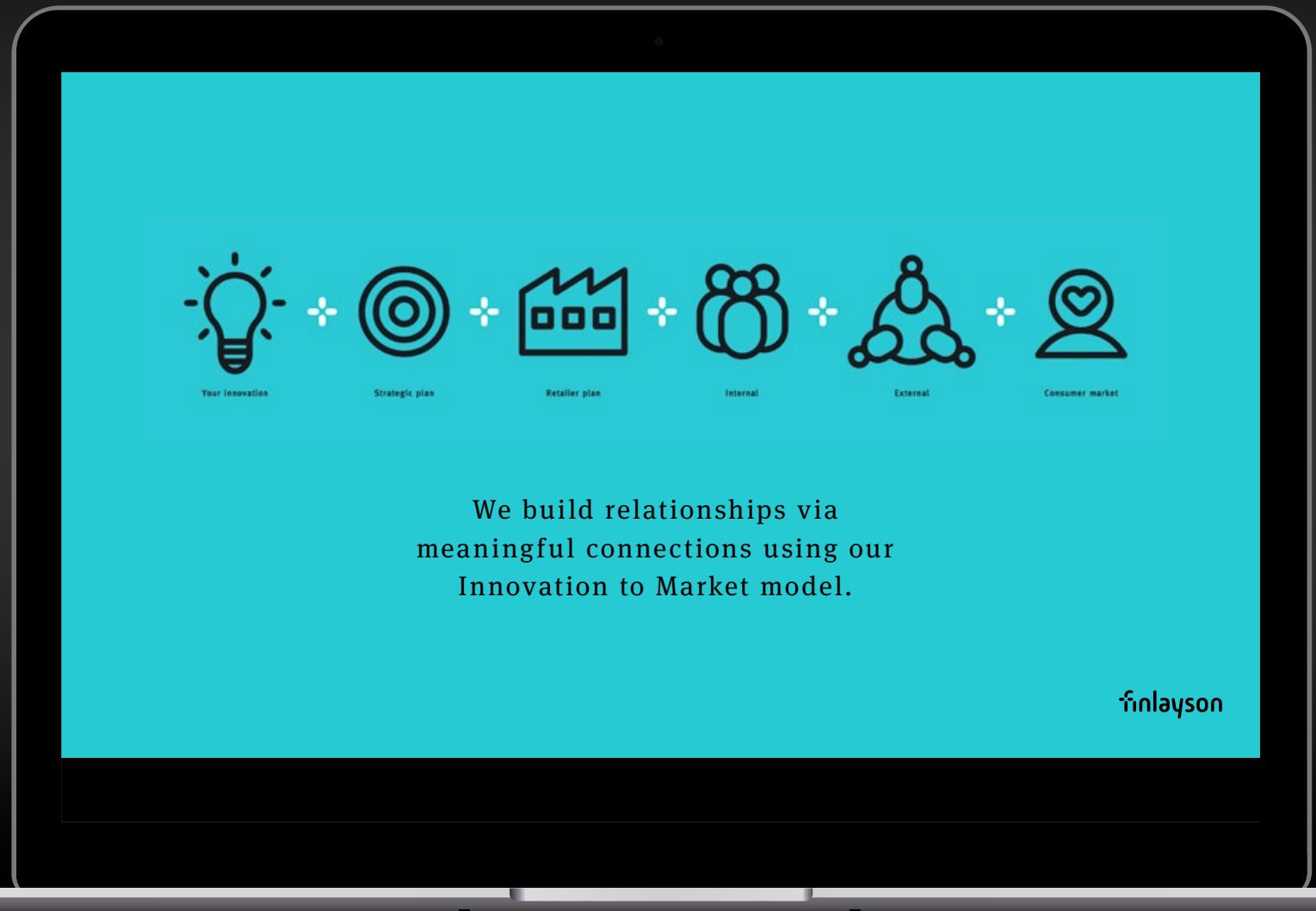
Source: Think Global Research

# How to capture your audience with a brilliant sales deck

3

## THE PROMISED LAND

How your services will help your prospect to achieve. This promised land should be difficult to achieve without your services.



# How to capture your audience with a brilliant sales deck

4

Re-frame features and benefits as magic gifts.



YOU KNOW THAT  
I'M TALKING TO YOU

Personalise your message to the audience at each point of their interaction.

#### OLD WORLD

Campaign message the same at every touch point with a heavy reliance on TV advertising.



#### NEW WORLD

Re-focused messaging for the audience at different touch points, including digital channels.

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# How to capture your audience with a brilliant sales deck

5

Present evidence that you can bring them to this happy place.



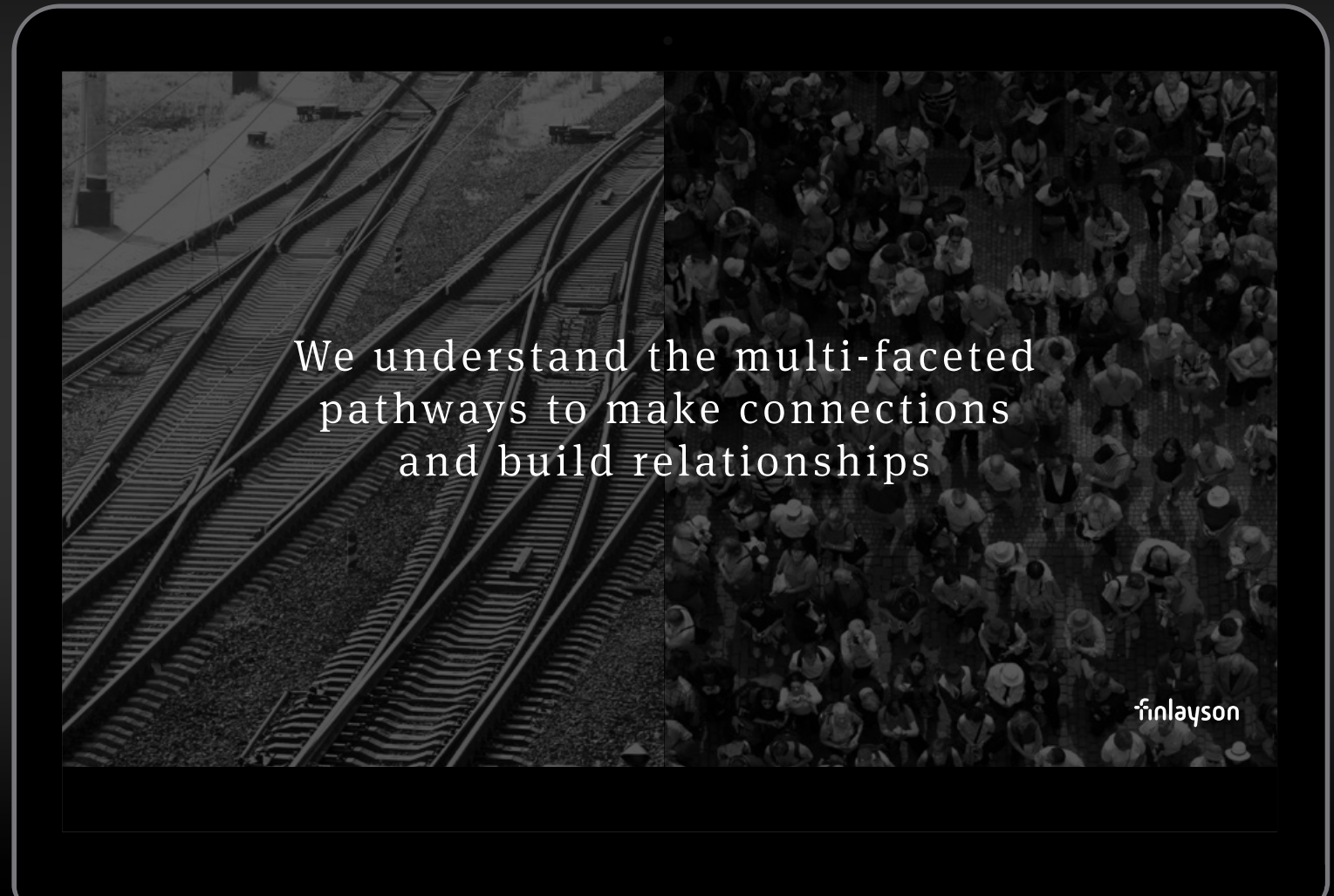
## ✦ RELATIONSHIP CENTRIC APPROACH – BOTH INTERNAL AND EXTERNAL

✦ strategy ✦ launch campaign ✦ national events ✦ art direction ✦ retailer presentation ✦ press advertising ✦ collateral ✦ video content ✦ digital ✦ internal communications

# How to capture your audience with a brilliant sales deck

6

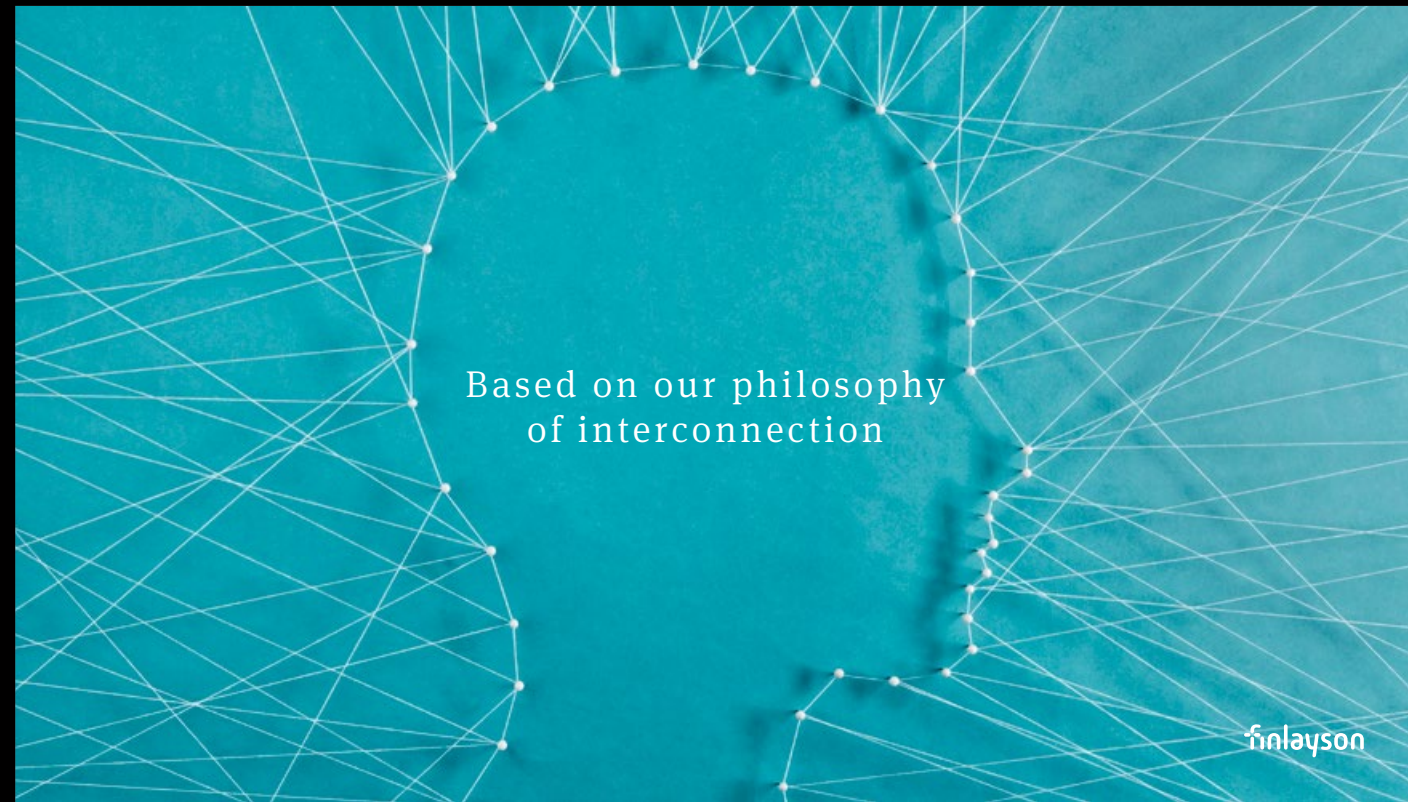
Show that you understand  
what you are really,  
really good at.



# How to capture your audience with a brilliant sales deck

7

Reinforce your  
unique attributes



# How to capture your audience with a brilliant sales deck

8

Finish with  
branding and essential  
contact information



We create to connect  
Strategy ✦ Brand ✦ Campaign

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