

Top 6 Things To do Before You Send A Potential Client Your Sales Deck



Define Objective

Your deck/presentation won't close the deal; you will. Include information relevant to your main objective.



Remove Slides

Keep it simple and remove slides that are not in sync with what you are trying to accomplish.



Engaging Content

Tell stories, consider adding graphics or showcase success stories with current/past customers who had similar business pain points.



One Idea On Slide

Remove the clutter in your presentations and keep one idea on each slide. Simple slides will win over complicated slides.



Clear CTA

Ask yourself what you want your audience to do from seeing your presentation. Present it in a simple and clear fashion so it is easy for them to do the action you want them to.



Good File Name

Don't name your sales deck "Sales Deck". Think about how your audience would search for the file on his/her computer or in their email.