

**Start up program**  
**Step 5. Presentation**

When You have been "pregnant" with an idea for quiet a while You have it "on photo" inside Your head. It's so clear that it's easy to believe that everyone else around You also can see it. But: no they don't!

So the question is: How can you present Your idea fast, clear and so interesting that they will see it? And love it?

In this step we want You to think about "the excellent presentation" and how to performe it.

As a start we want You to think about the best presentations ever that You have seen! Right down ten important factors that make them this good:

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Then choose the three most important of these ten! By underline them.

So this is qualities that we will look for in our own presentations!

**Preparing a good presentation - checklist:**

1. What's the purpose with this presentation?

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2. What's the best possible outcome of it?

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3. What's the worst possible outcome of it?

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4. What are the levels in between best and worst?  
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5. How can You manage to steer the meeting to next best if best seems impossible?  
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6. What persons will participate in the meeting?  
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7. Is there friends and supporters among them? How can You prepare them in advance to get them even more positive?  
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8. Is there any critical persons or even enemies in the group? What colud make them more open minded for Your presentation in advance?  
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Use this checklist when You now plan for a presentation excersise!

Excersis:  
In this first try (for some potential customers) You have to limit Your presentation to just four headlines:

**1. My project/idea in a nutshell. This is what it's all about.**  
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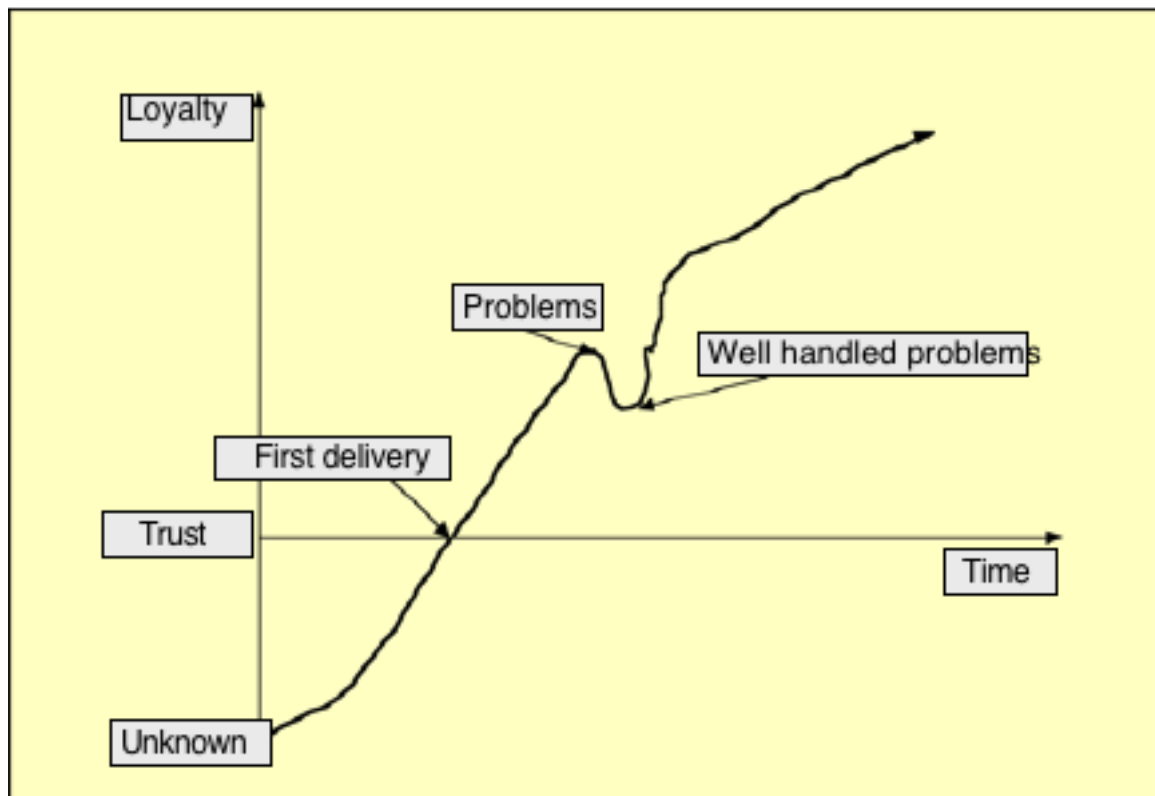
**2. Target groups. To thode groups I plan to sell my products/services**  
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**3. Customer values – this is my unique ad values in my offer.**  
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**4. This is how far I have come. I have these references. I got these ambassadors.**  
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.....

It's important to keep the presentation short and interesting! You will many times only have some two minutes of the audiens attention. And after that they must have become curious and asking for further information!

## Loyalty over time in start ups



Take a good look at the diagram above! As a start up You start from position "Unknown". No one can possible have any trust for some one unknown! That's Your challenge to overcome. By marketing in different ways You will slowly get closer to an optional "First delivery". To get there You can use references from Your very first customers. You can also reduce the threshold of resistance by some very special offer.

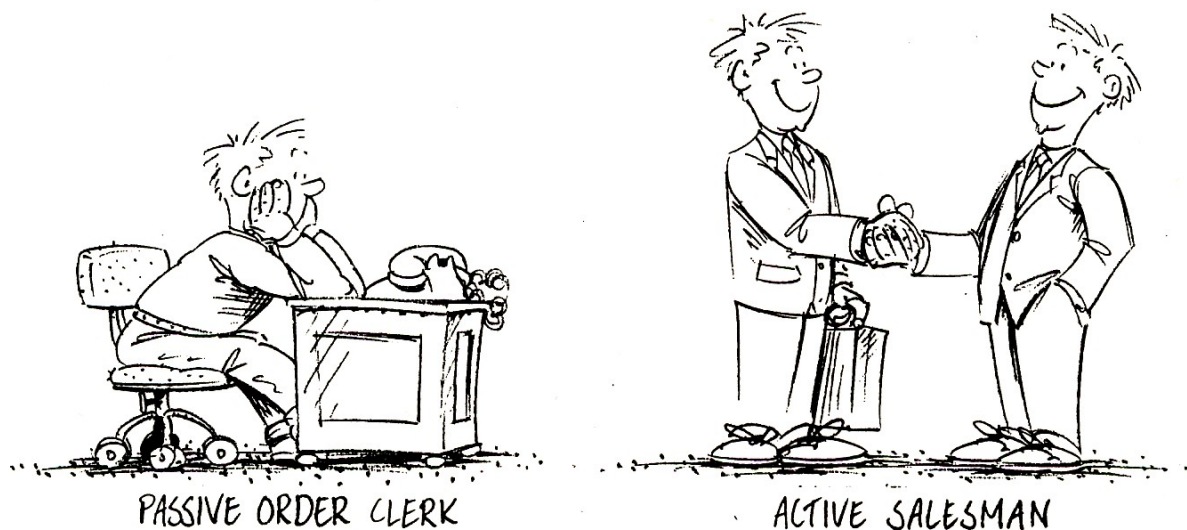
When You've got the first order it's important that the first delivery are well up to expectations. The customers loyalty will slowly increase when they get satisfied by Your service and quality. If there is a problem (complaints) it's very important that You fast and adequate act and takes care of this customer and his/her problem. A smart acting when You got problems are a very effective marketing! On the other hand: a bad, slow and uninterested acting when problems can kill your relation with the customer.

Phases in a new relation			
Attention	Marketing	Delivery	Customer care - CRM
show I start up communicate build trust	Establish dialogue Create a expectations describe values	Overdo expectations Get further attention	show consideration keep in touch

This is the natural steps (figure above) in the establishing of a new business. Step by step You build the trust that leads to Your first order and then it's important to take care of the first customers so that they will be Your ambassadors and references.

Many new entrepreneurs believe that their customers will appear in big groups as soon as they open up their new business. But it's more likely that You – as a start up – must be active and find Your potential customers where ever they might be. So as a start up You must be prepared to go out and meet Your potential customer as an **active salesman!**

In the Step 7 we will prepare this by doing a market plan for every effort to get customers!



### **A short and selling presentation**

When You got the opportunity to make Your first presentation You will be helped if You have made some handsout with a few pictures and some headings.

Many untrained persons thinks it's a little bit scary to talk in front of a crowd of unknown people. And the only way to do something about it is to make as many presentations as possible. And to learn from them.

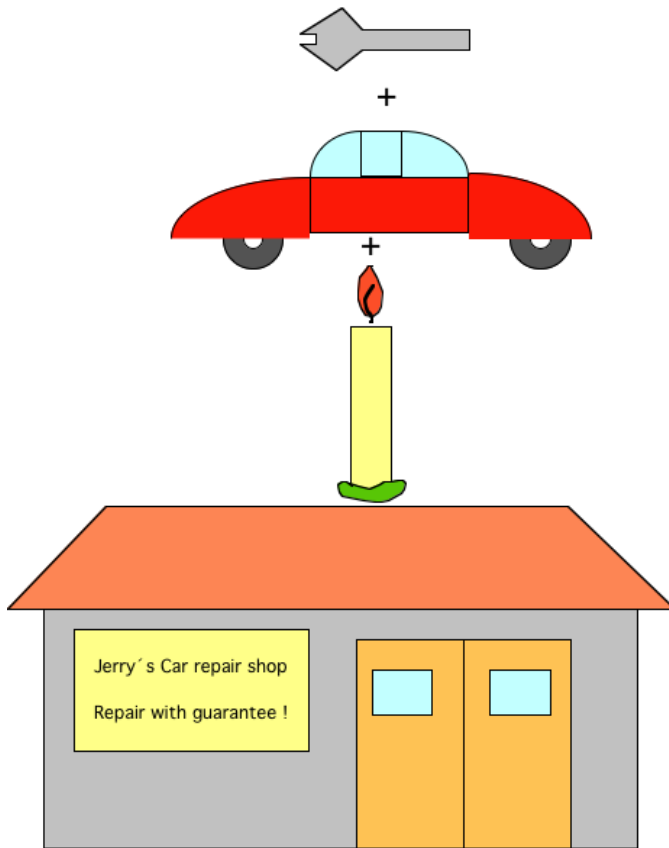
Below You find a presentation made by Jerry who's just about to start up a car repair shop.

He has made a few sketches to help him to get a line in his presentation.

For the audience respons it's important to feel his passion for his new business.

In the bottom line of his hands out he writes where to find his homeside on the web.

# Who am I?



[www.jerryscar.com](http://www.jerryscar.com)

On the website You will always find updated information about opening hours, special events, contact information a.s.o.

This is my plans for presentation of my new business. I will do this within a month from now:

Audience	Place	Date	Expected outcome
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