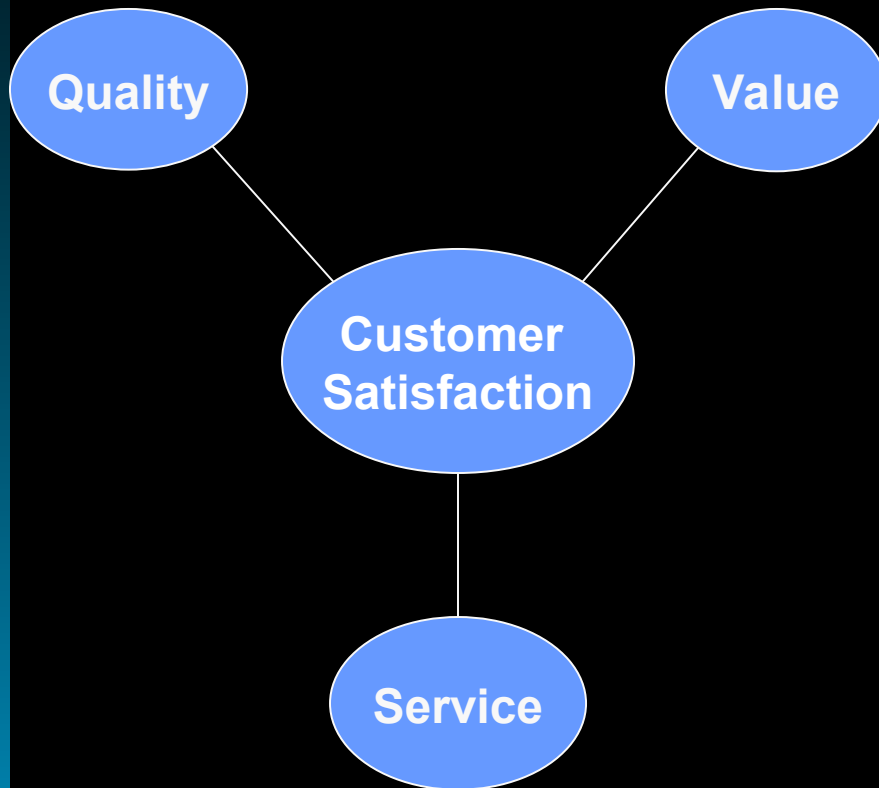


Selling a Product or Service

Objective

- State the desired objective
- Use multiple points if necessary

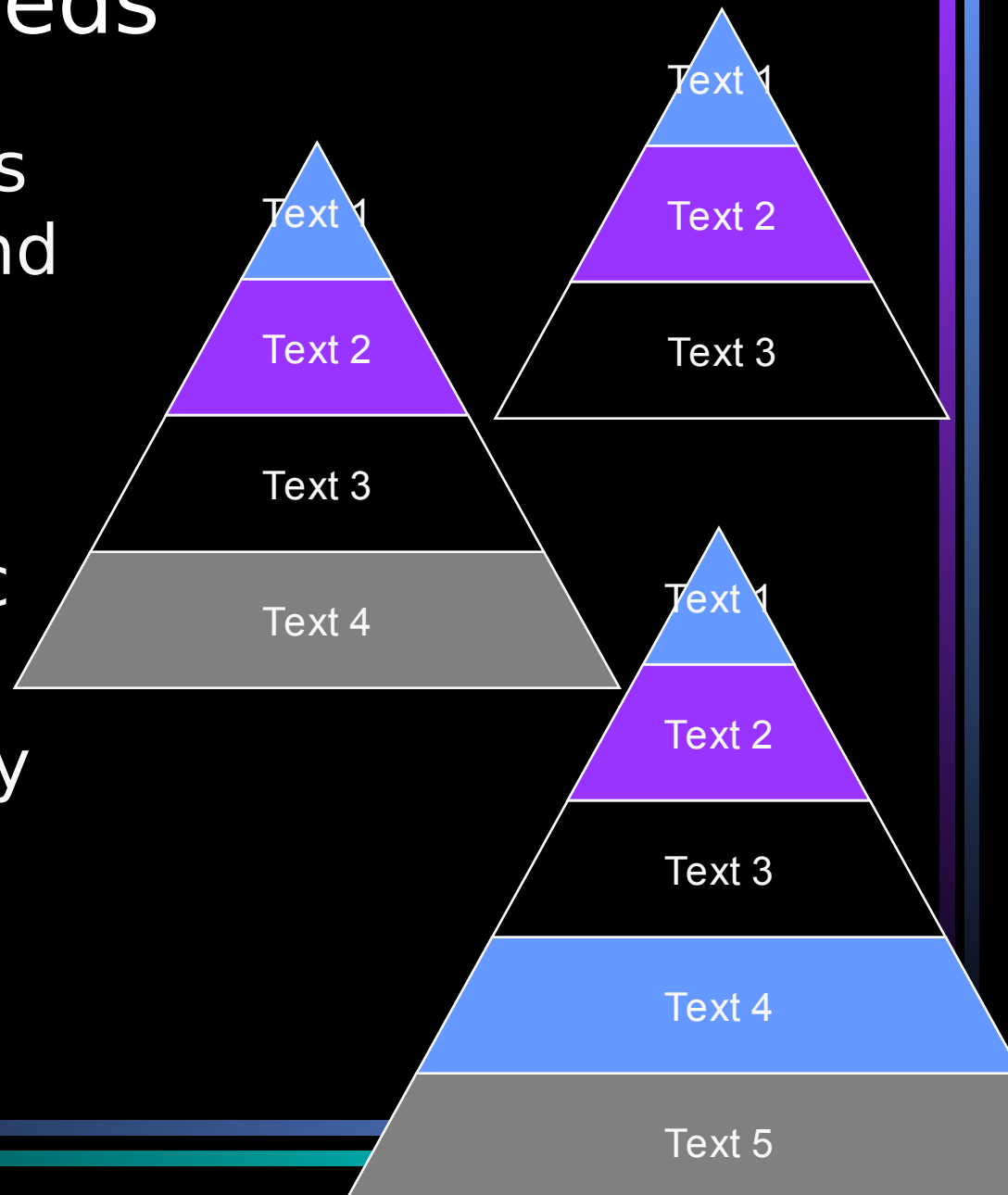
Customer Requirements



- Confirm the audience's needs if you are not sure
- State the needs of the audience

Meeting the Needs

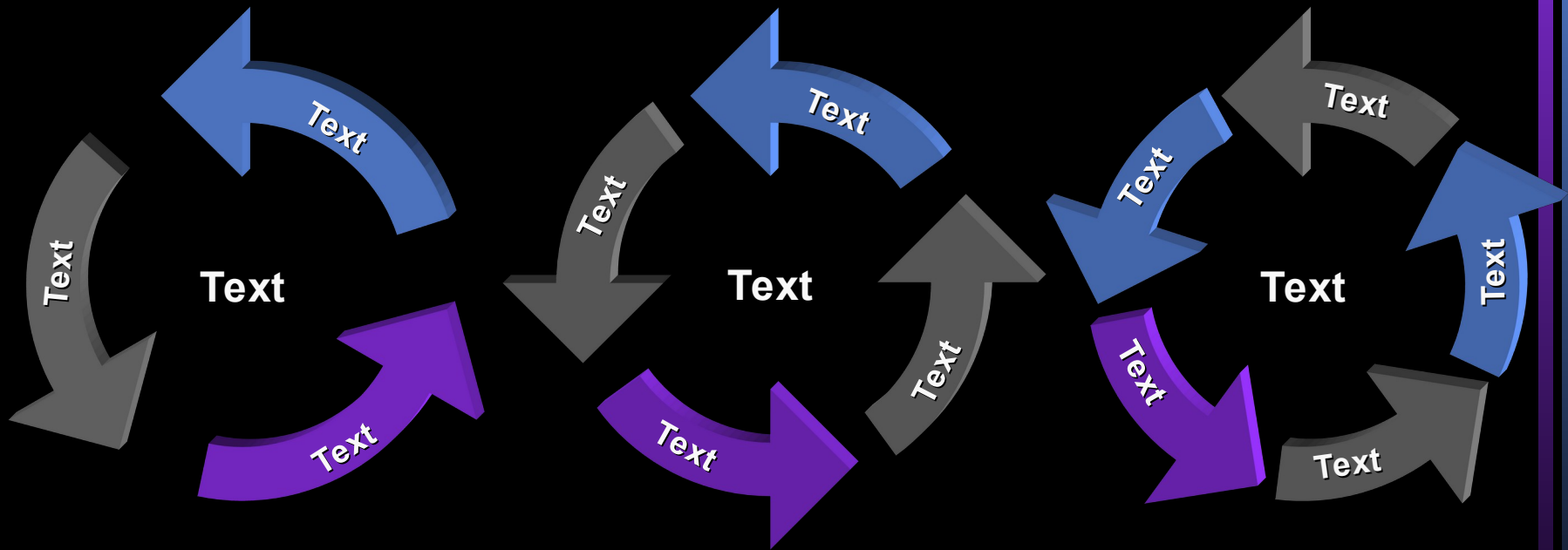
- List the products and features, and how each addresses a specific need or solves a specific problem
- This section may require multiple slides



Cost Analysis

- Point out financial benefits to the customer
- Compare cost-benefits between you and your competitors

Our Strengths



Key Benefits

- Summarize the key benefits provided by the product, service, or idea being promoted

Next Steps

- Specify the actions required of your audience