Seminários em Inteligência Artificial

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Apresentações de vendas

- Boas apresentações de vendas tem **muitas facetas** que podem ser exploradas

- Porém, serem **centradas nos produtos** normalmente não é uma delas

The goal of a sales deck is to *"**visually and textually** present your **sales narrative** to your **ideal customer** in a way that **convinces** them to **buy** your solution."* – Peter Kazanjy

Tópicos a serem considerados

1. **Quem é você:** de forma resumida e relevante
   - Nome da empresa, tópico, slogan

2. **A imagem "Antes":** faça eles sentirem a dor com estatísticas e gráficos relevantes

3. **A imagem "Depois":** como a vida poderia ser boa!

4. **Porque você é a melhor solução:** como seu produto/serviço conecta o "Antes" ao "Depois"
   - Obs.: Nesta ordem! ☺

5. **Com quem mais você está trabalhando:** declarações curtas de resultados de clientes

6. **Falar sobre o produto:** uma demo simples (ideal) ou slides guiados (nunca os dois)

7. **Próximos passos:** guiar as ações para o fechamento do negócio (incluindo o preço, eles vão perguntar e você deve apresentar de forma simples!)
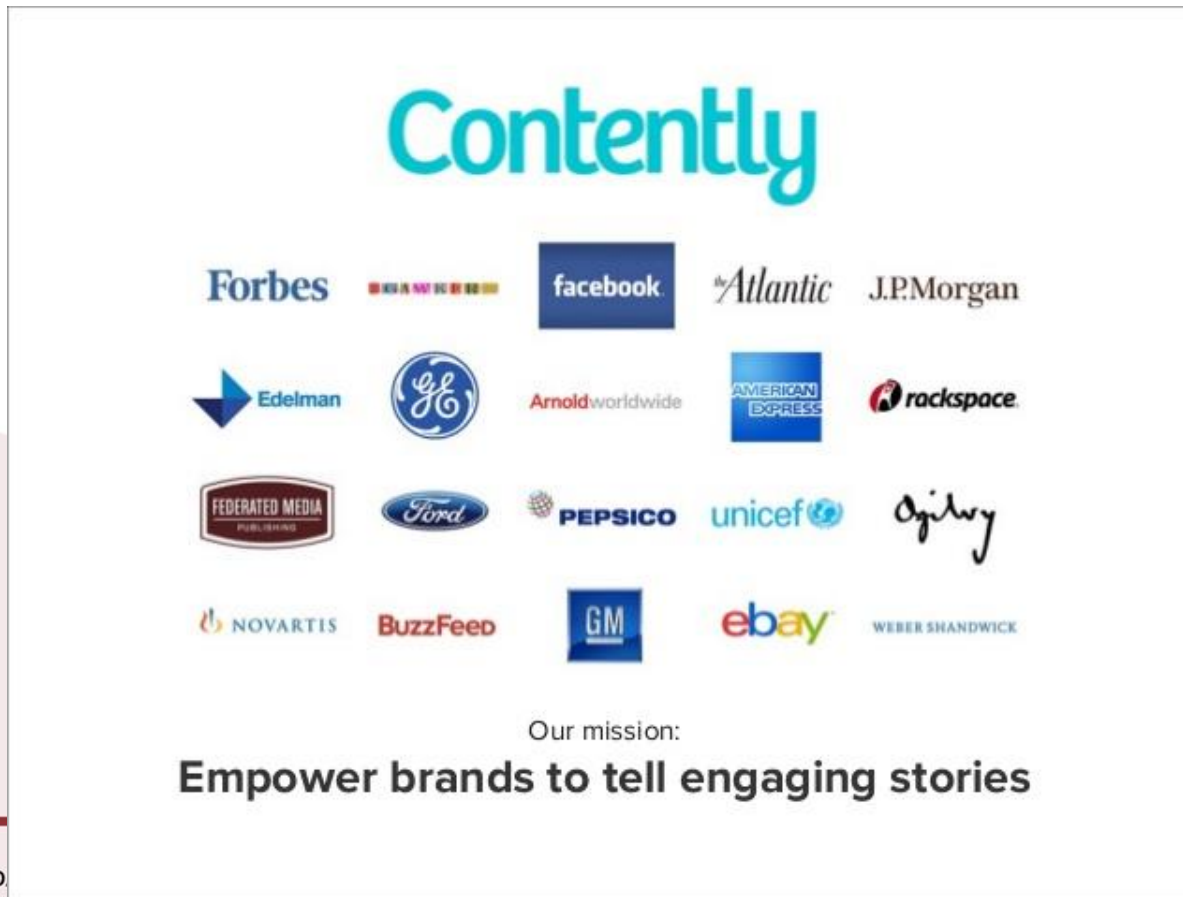
Antes → Depois → Ponte

- **Antes** → Este é seu mundo...🙂

- **Depois** → Imagine como seria se...😍

- **Ponte** → Veja como chegar lá. 🙌

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Como construir a ponte

Contently

https://attach.io/blog/sales-deck-examples/#contently

Antes → Depois → Ponte

When Coca-Cola decided to relaunch its corporate website as a destination for stories about business, sustainability, and lifestyle, it turned to Contently:

With top editorial tools and talent, Contently helped make the launch of Coca-Cola Journey seamless, allowing the company to quickly build a remote team of 15 targeted journalists and a managing editor.

Running on the Contently Platform, Coca-Cola was able to produce 30 stories in the month leading up to launch, and now maintains a steady publishing pace. The site has received accolades throughout the advertising and public relations industries as a high-caliber content marketing initiative, and has earned media in The New York Times, Advertising Age, and more.

https://attach.io/blog/sales-deck-examples/

Antes → Depois → Ponte

Uber

https://goo.gl/8VU4cg

The "After's

Uber is 24/7, wherever you are

Everything we do for safety

Transportation management made easy

The Implied "Before's

The subway has limited hours and locations.

Passengers avoid unsafe situations.

Other ways to get around can be painful.

Ligando os pontos

Zuora

https://goo.gl/TAmRZV

Apresentar rapidamente os benefícios

Yesware

*Average distribution of time spent on daily tasks

ACTUAL RATIO
- 55% Email & Follow Up
- 20% Phone Calls
- 5% Calendar
- 20% CRM Data Entry

OPTIMAL RATIO
- 10 Hours Saved Per Week
- Email & Follow Up
- Phone Calls
- Calendar
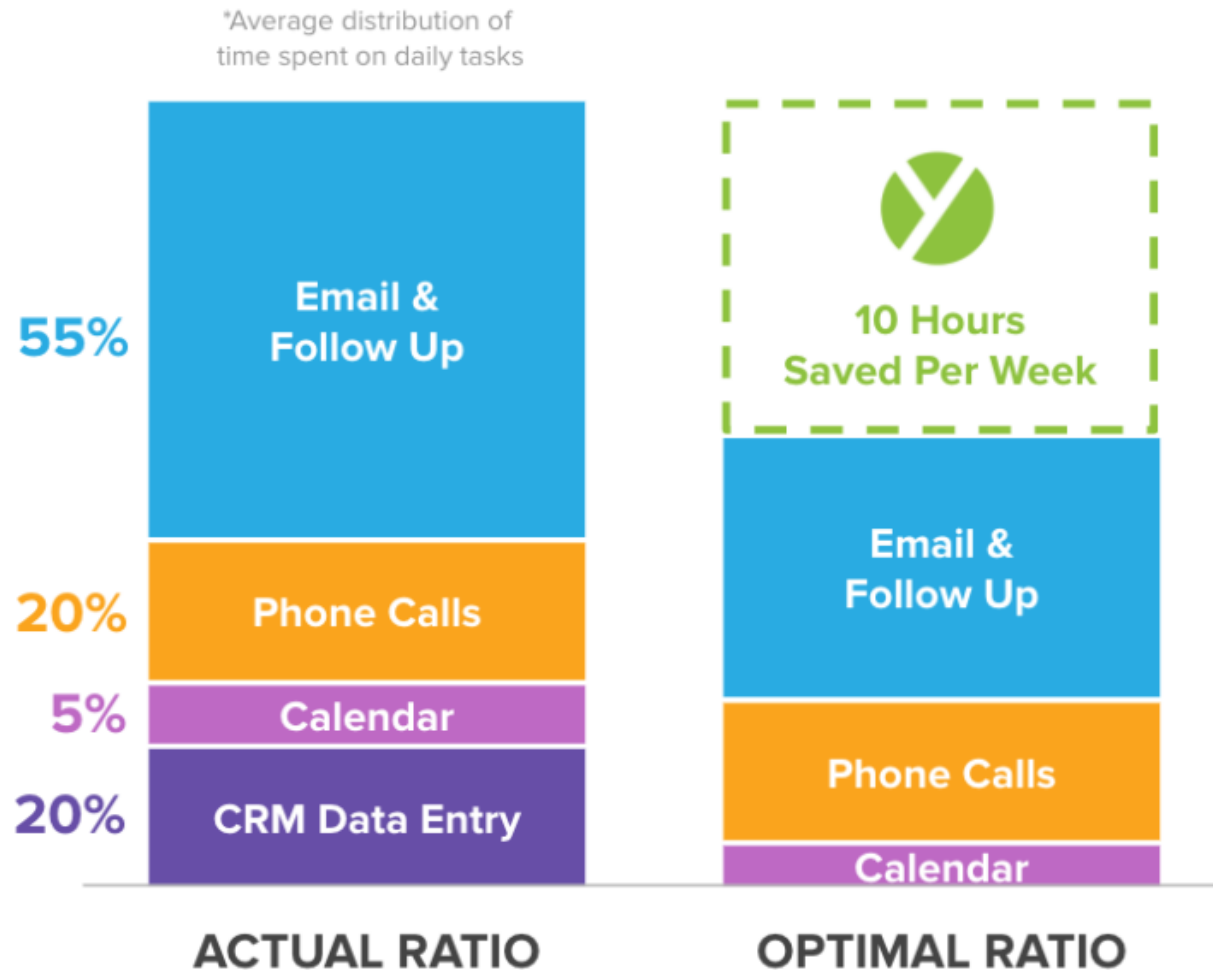
Efeitos visuais

Yesware

CLEAN > CLUTTERED

Use questões em aberto em seu benefício

6 Psychological Effects That Explain Our Brains

1. **The Pratfall Effect** – Your likability will increase if you aren't perfect.

2. **The Pygmalion Effect** – Greater expectations drive greater performance.

3. **The Paradox of Choice** – The more choices we have, the less likely we are to be content with our decision.

4. **The Bystander Effect** – The more people who see someone in need, the less likely that person is to receive help.

5. **The Spotlight Effect** – Your mistakes are not noticed as much as you think.

6. **The Focusing Effect** – People place too much importance on one aspect of an event and fail to recognize other factors.
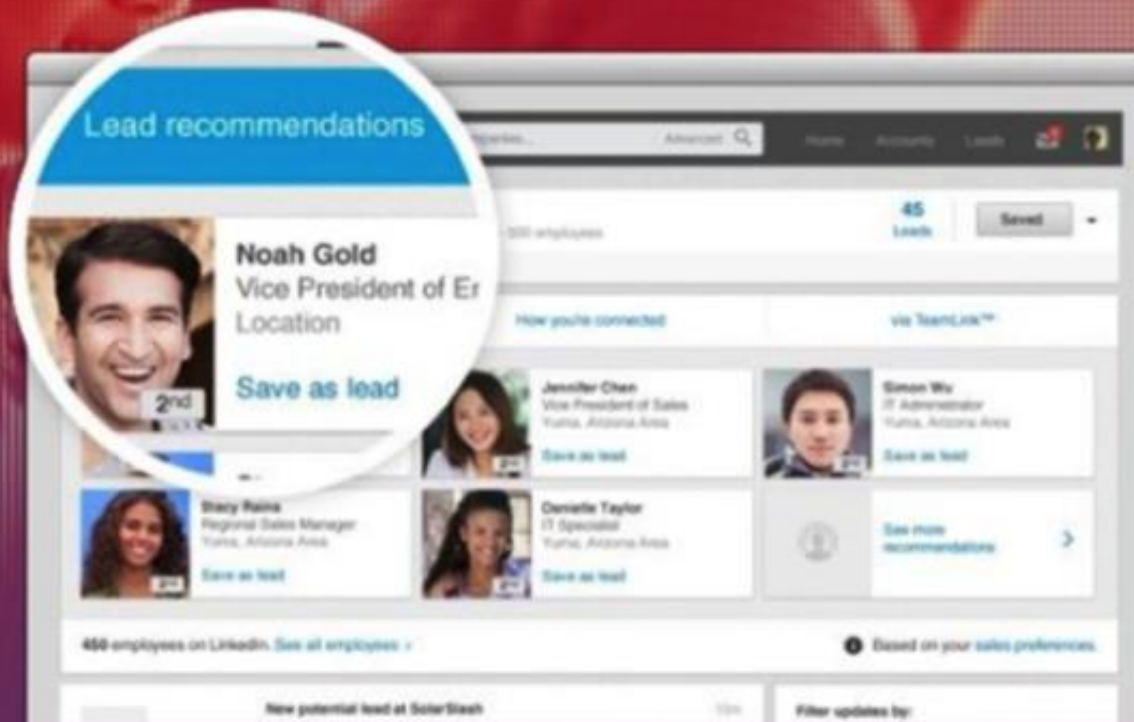
Uso de cores e imagens

Uso de cores e imagens

3 crucial components of a brilliant startup pitch deck

PROBLEM / SOLUTION

All the pitch decks, from real startups and from influencers, have at least one dedicated slide for both: the problem and the solution. You can often find the Problem/Solution slides in the first part of the presentation. The problem describes how relevant the issue is for which people (how many people have that specific problem). The 'problem' slide states what the startup stands for. The 'solution' is the way the startup proposes to solve the mentioned problem.

This is a crucial section of every startup pitch deck because it gives the venture a reason to exist. Who would want to fund a startup that does not solve a relevant problem? Who would fund a startup that doesn't have the best solution to a specific problem?

MARKET OPPORTUNITY

Most of the analyzed start pitch decks include the market potential for the proposed solution. The purpose of every business idea is to build a sustainable business over the specific solution. Therefore, you need to have enough room to develop the business and to acquire new customers. One might be wondering: is there a market for your idea? How big is it? This problem arises when you need to show the estimated figures, as rough estimates can be hard to trust. This section can often be forgotten or skipped because it's hard to estimate, but it is absolutely crucial to support the potential of your idea.

BUSINESS MODEL

This part answers the question, "How do we make money?" The business model slide is always present in the recommended influencer's startup pitch deck structures, and is always present in real pitch decks. If you are asking for money from investors, you need to give more money back in the future.

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https://www.upwork.com/hiring/community/creating-powerful-presentations/

Alguns exemplos

TalentBin - Founding Sales Example

https://goo.gl/SXgw6z

Mais exemplos

https://attach.io/blog/sales-deck-examples/
https://slidebean.com/blog/startups-pitch-deck-examples

Exercício: Vender um produto para um cliente

- O produto será MLaaS (Machine Learning As A Service), cada equipe irá representar um fornecedor
  - AWS Machine Learning (Amazon)
  - Microsoft Azure Machine Learning Studio
  - IBM Watson Machine Learning
  - Google Cloud Machine Learning Engine
  - BigML

- Exercício em 4 grupos de estudantes com apresentação de no máximo 30 minutos