Presentation Speech Outline

Introduction

Attention-grabber. Based on what I know about my primary audience, what will get his/her/their attention (and also relate to the topic and situation)?

> "Did you know that businesses can lose up to 20% of their revenue due to poor customer relationship management?"
> This draws attention to the problem your CRM project solves.

Purpose. As a result of this message, what do I want my audience to do?

> "I want you to see how CRM_Project can streamline customer management and improve business performance, and understand its potential for businesses needing an efficient solution."

Agenda. How am I going to accomplish my objectives: that is, what is my agenda for delivering the message?

> Introduction to CRM_Project and its features
> How the project was built (tech stack and design choices)
> Key functionalities (user registration, customer management, dashboard)
> Benefits for businesses using CRM_Project
> Future scalability and growth opportunities

Benefit for the audience. What's in it for them, specifically and personally?

"CRM_Project simplifies customer data management, making it easier for businesses to manage customer interactions, track records, and optimize their operations for better client retention."

Body

Main Message. What is my main message to your audience?
This is just your first draft as preparation for your team meeting, where you will finalize the pitch deck slides. So, it doesn't have to be super polished.

You will work on your slides as a team. For now, you can complete the box below by looking at the slide deck requirements under the Team Online Activity: Create Your Pitch Slide Deck, so that you go into the meeting prepared.

This box only needs the message/content for each slide. There is no need to copy the slide deck here, but if you wish, you can write the main point of each slide below.

Team slide deck main point to talk about:
Slide 1 (Title Slide):

- Title: **CRM_Project**
- Subtitle: Managing customer relationships with efficiency
- Team members: Mohamed and the development team.

Slide 2 (Problem Statement):

- Problem: Businesses struggle to manage customer data effectively, leading to lost revenue and inefficiencies.
- Impact: Poor customer management impacts growth.

Slide 3 (Solution):

- CRM_Project offers an intuitive, user-friendly web app that centralizes customer data, making it easy to track, manage, and analyze customer interactions.

Slide 4 (Key Features):

- Overview of key features: User registration, log-in, adding/viewing/updating customer records, and a customer interaction dashboard.

Slide 5 (Tech Stack):

- Built using Django (DTL for frontend), MySQL for database management, and a focus

on backend functionality.

Slide 6 (Demo):

- Live demo or screenshots of key functionalities like adding a customer, viewing records, and the dashboard interface.

Slide 7 (Scalability):

- Designed to scale, with future plans for expanding features like CRM analytics and integration with third-party services.

Slide 8 (Business Benefits):

- How businesses will benefit: Improved organization, efficient customer management, better client retention.

Slide 9 (Challenges):

- Challenges faced during development: Integrating MySQL, optimizing backend queries for faster data retrieval.

Slide 10 (Timeline and Future Goals):

- Project timeline: Development milestones achieved, future improvements.
- Goals: Scalability and potential integration with mobile apps.

Slide 11 (Call to Action):

- Encourage businesses to adopt CRM_Project to streamline their operations
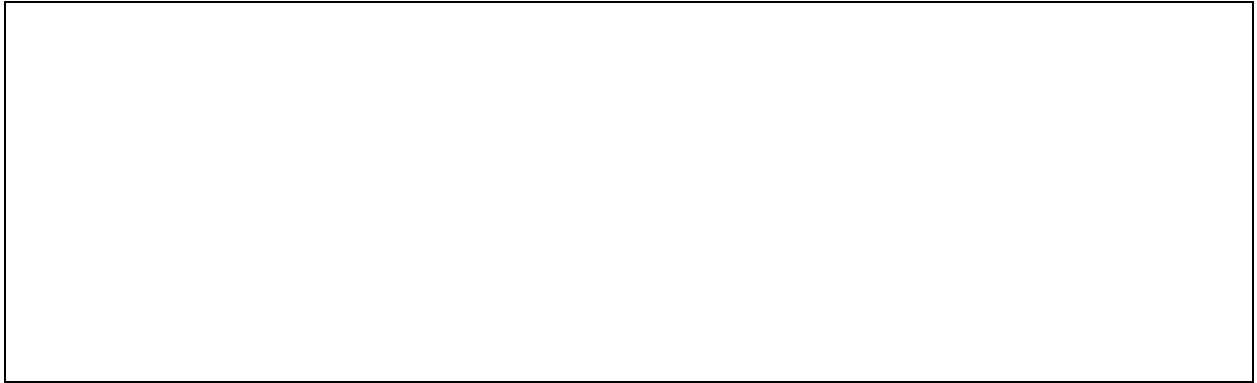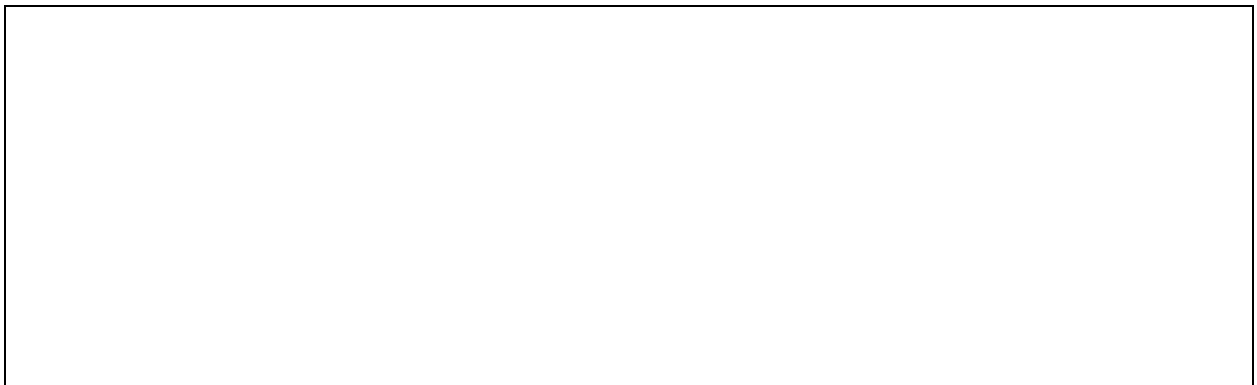
Slide 12:
Slide 13:

Closing

Summary. Capture exactly what you want your audience to remember (the essence of my message).

Specific action. Exactly what do I want my audience to do?

Mention 1 action item

Strong final statement. What is the last thought I want them to leave with?