

Decker Grid™

Topic:
Technology
Sales Pitch

	OPENING	SHARP <i>Coming in Module 6</i>			
		SHARP	POINT OF VIEW	GENERAL ACTION STEP	BENEFIT
MAIN BODY		Why tech matters more than ever	Megatrends: Cloud. Mobile. Social.	What could this mean to your client?	How it works
		KEY POINT 1	SUBPOINT 1	SUBPOINT 2	SUBPOINT 3
		Proven success	Compare vs. benchmark at 14%	Examples: Customer 1 and Customer 2	Questions?
		KEY POINT 2	SUBPOINT 1	SUBPOINT 2	SUBPOINT 3
		Begin the partnership	Client Testimonial	Next steps	Contract Review
		KEY POINT 3	SUBPOINT 1	SUBPOINT 2	SUBPOINT 3
	CLOSING	True integration is critical	Feedback: List of requests by Q3	Win-win for team and clients	SHARP <i>Coming in Module 6</i>
		POINT OF VIEW	SPECIFIC ACTION STEP	BENEFIT	SHARP