

Decker Grid™

Topic:
Technology
Sales Pitch

OPENING	Integration Analogy	Tech Integration is critical: Systems must have one brain	Think of one-stop access to client info	Access to the info you need to serve
	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	Story: Integrating Your Team
	POINT OF VIEW	SPECIFIC ACTION STEP	BENEFIT	SHARP