



The duMonde Group Pty Ltd (“duMonde”) is a specialist Training and Business Consulting firm that has a strong pedigree of working with Government & Industry to enhance productivity and overall market competitiveness. We are now established as a market-leading provider of highly-valued, Strategy, Sales & Marketing related professional services across multiple sectors of the Australian market.

Our **Successful Marketing & Corporate Presentation Workshop** is a unique and practical full-day training designed to help SMEs and industry representatives alike, deliver customer targeted and results-focused presentations in multiple sectors. This workshop specifically focuses on the development and presentation of marketing materials by prospective suppliers.

Course Outline

WORKSHOP OVERVIEW

- A. Course Objectives
- B. The Five Elements of Successful Marketing & Presentation Skills

I. Analysing Your Target Audience

- > Your Target Audience
- > Hot Buttons

II. Defining Value Proposition

- > Elements of a Compelling Value Proposition

III. Developing Your Marketing Materials

- > Pitching Pyramid
- > Elevator Pitch
- > Capability Statements
- > Corporate Presentations

IV. Focus On Presentation Delivery

- > Presentation Design and Structure
- > Presentation Delivery: First Impressions
- > Presentation Delivery: Engage your Audience

V. Follow-Up

- > How to Follow-up with Your Audience
- > Continuous Improvement

RECAP: KEY POINTS

Course Objectives



At the end of this workshop, the participants will be able to:

- > Develop a compelling value proposition and capability statement reflecting your company's “Win Strategy”.
- > Align your company's capabilities with the customer's requirements.
- > Clearly distinguish the value of your products and service offerings.
- > Better present your company value proposition and pitch by creating a good first impression.
- > Follow-up after initial communication and evaluate your overall performance.