##### Presentation OUtline Name: Jacob Wall

Complete outline for each presentation. Unless noted, use only key words and phrases.

##### Audience:

##### OBJECTIVE (sentence): To inform my audience about a new service called shopventory.

##### Opener

Attention Grabber (sentence): How much do you understand about the inventory as a SMB owner?

Motivation Statement (sentence): What if subscribing to a service helped you understand your business, how sales of products intertwine, and all the while completely operated in the background?

Points (or Solution) Preview:

1) Shopventory helps optimize your inventory management.

2) Shopventory helps track which inventory is selling and what isn’t.

3) Shopventory helps you become more profitable with mobile point-of-sales through tracking COGS..

Question/Answer Statement:

##### Body

State Point (or Benefit) One (use same phrase/words as in Points Preview): Shopventory helps optimize your inventory management.

Support the Point (notes/outline): Track which items sell together so you can figure out what products to put together on end-caps, etc. E.g. Beer and diapers tend to sell extremely well together.

Transition: So what, a bit of excel could of given you that information. What else makes this service so great?

State Point (or Benefit) Two (use same phrase/words as in Points Preview): Shopventory helps track which inventory is selling and what isn’t to help you price accordingly.

Support the Point (notes/outline): Shopventory was built on the framework of Walmart’s inventory management system. The idea is to optimize your inventory and find, to sell more of, high volume high margin products.

Transition: What else could Shopventory do to help a SMB?

State Point (or Benefit) Three (use same phrase/words as in Points Preview): Shopventory helps track your COGS to help better understand the profitability of your business, help with making GAAP compliant financial statements, and helping because of that to reduce your tax obligation.

Support the Point (notes/outline): With an accurate understanding of your COGS you can make more accurate financial statements upon the accrual method versus traditional cash-based accounting.

##### Close

Attention Check (refer back to Attention Grabber or Motivation Statement): Now you can understand, with greater accuracy and reliability, your inventory and how it effects your business.

Points (or Benefits) Review:

1) Optimize what inventory is selling together.

2) What inventory is and isn’t selling to help price accordingly

3) COGS tracking

Answer Questions

Final Statement (sentence): When it comes to understanding your business, put technology on your side and your chances of succeeding in the fierce marketplace increase substantially.