Sales Presentation

1. Introduction of company (AG)
2. Product description (ST & AG)
3. How we made the product? Design methodology?
4. Demo (ST, JC & AG)
5. Finance & Sales (PS & SB)
6. Marketing (PS & SB)
7. Testimonials for marketing (AG, PS & JC)
8. Making of the product, intro of company members (AG, PS & JC)

# Description of product

Interactive cookbook software now aimed at all ages (not just student)

First content provided by Jim Dee, foundations built from his ideas and created a default package of simple soups.

Content can be added by users so they build their own personal cookbook

Kitchen Basic techniques.

Shopping List Export feature

Extra features – notes, timers, multiple guests

*Search function*

# Marketing

Audience – much wider than students after lots of research

Chefs can host playlists of recipes. (outer benefit)

Marketing Techniques (social media – new instagram craze, poster distribution, open beta promotion)

Prototype GUI for interaction analysis…

Survey – what do we want from this?

## Our Niche…?

Students – cheap, simple, easy, quick

All in on place at one time – Campus

They don’t usually eat well or know how to cook

Is a long-term gain to own

Everyone owns a handheld electronic device.

## Flexibility of Market

New students every year therefore feedback is always beneficial

Incentive to continue using eCook after graduating supported by social media platform to be made by spoon(future projects).

77% of participants stated that they would prefer software over a physical cookbook.

Competition - Yummly

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# Finance

Cost of eCook? £5.50?

How many could we sell

How many do we NEED to sell

# Presenting

Tailor the sales presentation to the company you’re pitching too (research)

Design the presentation to fit the needs of the prospective client. Use pictures, graphs, charts and hand-outs.

Exaggerate ‘niche’ and how it will benefit the clients main goal of improvement.

Comparison/competition

Explain companys process for delivering product, turnaround time, customization, invoicing and cost.

Be prepared for questions!

Close the presentation formally and with an invitation to a second meeting.