

iROI Strategie Internet Return on Invest™



“I went to see Chris Davidson with 76 PowerPoint slides. By the time he had finished I had seven. I now have a sales presentation I can deliver in 10 minutes, 1½ hours, or anytime in between – and our business has gone up by 30%.”

Sanjay Sauldie, Managing Director

Challenge

iROI is an internet search engine optimisation and marketing company, based in Germany. Their managing director, Sanjay Sauldie, is a well known expert speaker on the topic of internet marketing and frequently speaks at conferences throughout Europe. His challenge lay in how to communicate a complex, technical topic to business audiences in a manner that was neither too simplistic and potentially patronising, nor so involved that the essential message was lost. Sanjay's solution was to build a detailed and thorough set of PowerPoint slides that explained the logic and approach his company adopted. This required at least 1½ hours to present to any audience, so he was missing out on speaking opportunities that could only offer smaller time slots.



Action

Chris and Sanjay worked together on the presentation. Chris took time to understand exactly what Sanjay's offer was to his potential clients. They identified seven distinct steps and made a single PowerPoint slide for each. All the other slides were discarded, as they did not add any value to Sanjay's existing script. An important part of Chris' approach was to demonstrate that an engaging expert does not need vast amounts of graphic support. Too much slows down the performance and hampers the audience's comprehension.

Result

This was a clear case of 'less is more'. With his new, much shorter slide set Sanjay was able to respond to the variable demands of conference organisers. This increased the number of speaking engagements he could accept and consequently expanded his potential client base. Not only that, he also discovered that the increased clarity of the new presentation resulted in a dramatic increase in his conversion ratio – his business increased by 30%.

Contact Chris Davidson today and find out how he can help you:

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