



The CONNECTION™

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Don't start with your brochure

When putting together a presentation or proposal for a prospect, it's tempting to review your marketing material to put your pitch together. Stop for a moment, and consider what the audience has told you they're most interested in. By starting with your audience, there are some easy changes you can make to be more responsive to their needs, including the following:

- Don't fall into the trap of overexplaining and talking too much.
- Pick and choose the material they are most interested in; they'll appreciate the editing.
- Be prepared for any questions and look more professional by having a familiarity with the material.

Contact Communispond
marketing@communispond.com
800 529 5925
www.communispond.com