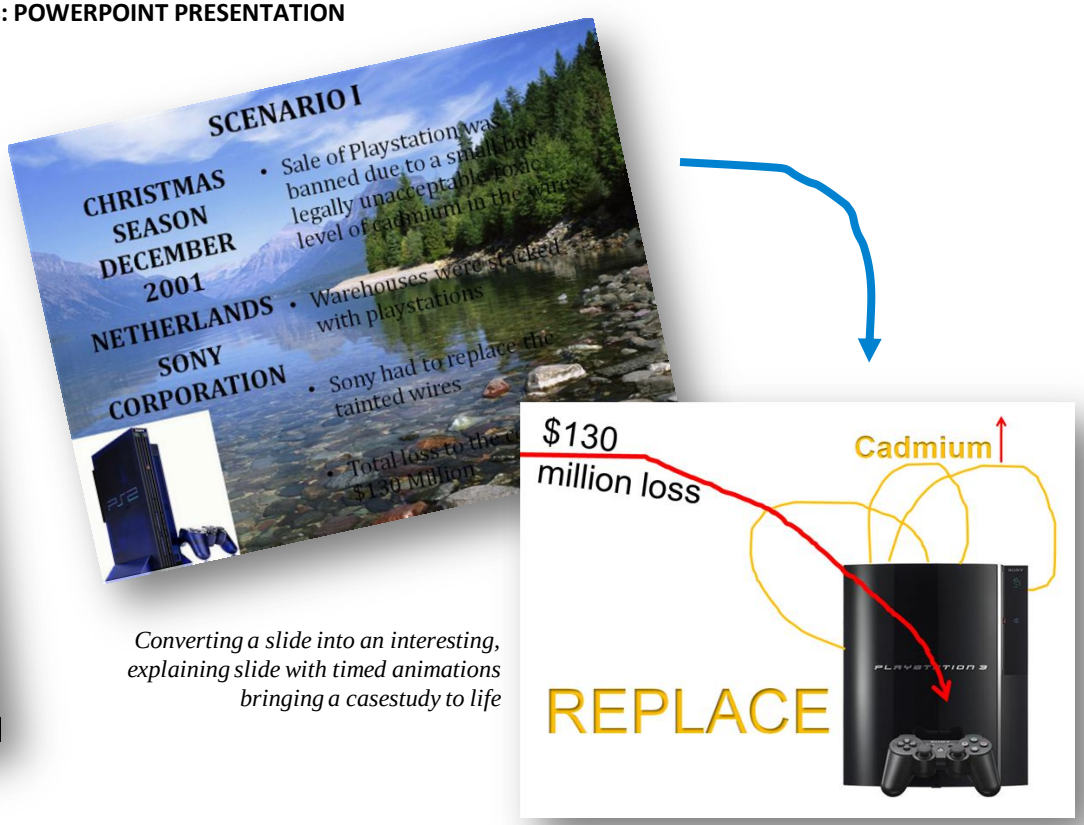
Case Study: Sales Presentation

storypreso

A VISUAL PRESENTATION TO CONVINCE

Category: INDIVIDUAL Solution: SALES PRESENTATION Deliverables: POWERPOINT PRESENTATION

Original slides with bullets, clipart, confusing animations and too much text



Converting a slide into an interesting, explaining slide with timed animations bringing a casestudy to life

A VISUALLY CRAFTED PRESENTATION CAN HELP IN GETTING PEOPLE TO UNDERSTAND YOUR PASSION. Capturing core messages, aided by meaningful stories to portray oneself as the right candidate is a powerful way to present in an interview

A series of PowerPoint slides that tell a story

The presentation was simple, elegant but powerful. It conveyed the message in a manner that appeals to all sectors and does not confuse people like how most of the presentations do. This presentation definitely proves that a picture is worth a thousand words. The presentation paved way for me to achieve my goal. Thanks for the wonderful help!

- Client (wants to remain Anonymous)

Challenge:
We were asked to create a meaningful visual presentation for a client who had to present in an interview. His slides reflected the usual PPT style – bullets, clipart, some pictures thrown in – creating a visual confusion in total.

Action:
StoryPreso went through the entire PPT and dug out core messages, understood the pattern, and spent time with client – grasping the details about the presentation – like reason, audience, style etc. Then we worked out a storyboard, collected relevant visuals – then put them together into a cohesive structure – with right visuals and explaining animations which could help the client share his passionate story.

Results:
The client was successfully selected after the presentation and also got kudos for the presentation.

This is what makes us exist – creating value adds to the life of people.

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