

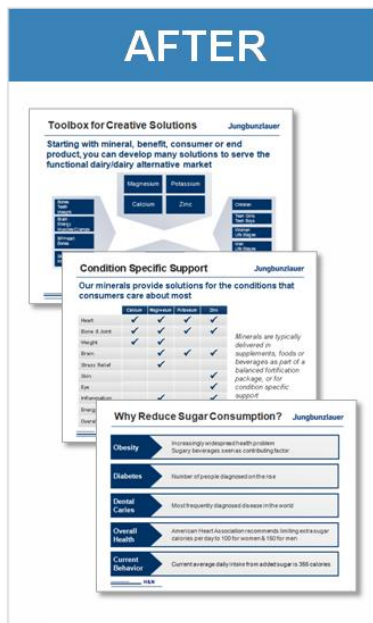
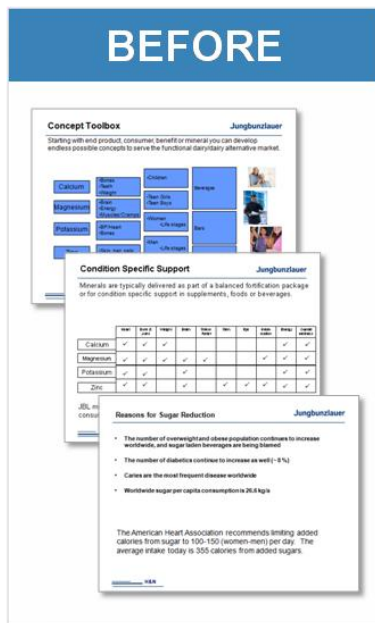
STREAMLINING A SALES PRESENTATION TO IMPROVE SUCCESS RATE IN THE US MARKET



THE PROJECT: Take a set of existing PowerPoint slides from different sources, many authored outside the US, and streamline it into a visually appealing, concise, cohesive presentation.

The client submitted 80 slides, which were in need of a design overhaul, as well as some language and messaging tweaking. The English was generally correct, but not in tune with American presentation style. Our Goal: streamline the presentation slides; tailor the content for a US audience; make the slides more visually effective and concise; and implement a coherent look and feel.

RESULTS: A transformed slide deck with an updated template adhering to corporate standards; text and messaging adapted for the US market; added presentation appeal through the creation of new visual elements; and a coherent, professional design to tie the entire presentation together. As a result, the sales team can much more confidently focus on what matters: the sales pitch.



INCREASE THE IMPACT & EFFECTIVENESS OF YOUR PRESENTATIONS:

- Customize for US audience
- Streamline messaging to highlight key points
- Add presentation impact with creative visual elements and charts

Incorporating a clean, coherent design throughout the presentation not only delivers a professional appearance, but also adds visual interest and allows the message to “pop”.

ABOUT: Crossing2Cultures helps clients increase their success in the US market with a variety of marketing services. As part of our marketing and cultural consulting offering, we create improved, streamlined PowerPoint presentations to refine our client’s sales pitch and messaging and make them more effective for the US market.