



An Eyeful Case Study

**OBJECTIVE: TO BRING A GLOBAL
CONSULTANCY'S FRAGMENTED SALES TEAM
TOGETHER WITH UNIFIED AND EFFECTIVE
SALES PRESENTATION COLLATERAL**



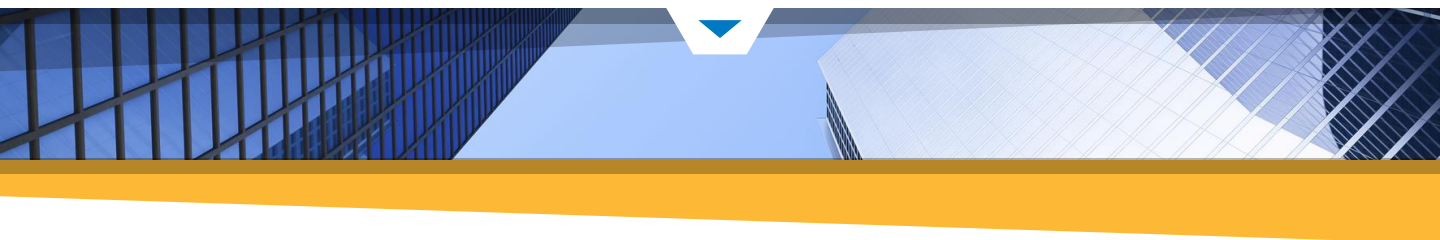
5 MINUTES

THE BACKGROUND

This global business improvement consultancy recognised that presentations play a vital role in helping them to win sales, as well as providing a platform for ongoing communication as part of their client engagement.

After a period of substantial growth through the acquisition of three new businesses, the new conglomerate's presentation material was felt to be in a state of flux.

Identifying a significant need for support in developing cohesive and effective presentation materials, a senior partner sought out Eyeful at a sales event in the US after reading a copy of our CEO's book, 'The Presentation Lab'.



THE CHALLENGE

The speed of acquisition and merger of the new companies meant the business was in a state of volatile evolution and shock.

Staff were transitioning into a new parent company, the overall proposition was changing, and the brand was evolving; all of which led to a general state of confusion.

In particular, four companies' material colliding meant that there was a huge mix of presentation material that needed updating and consolidating.

This was exacerbated by a fragmented sales team, derived from a mix of companies and brands that were located all over the globe.

The main sales team were presenting branded material which was now seriously out of date, whilst the acquired companies' sales teams were quite literally making their presentation content up as they went.

A fragmented sales team along with a profuse mix of confusing material was having a direct impact on sales results with conversion rates showing a considerable downturn.

Furthermore, they identified that their audience was changing. Decision makers within their market were moving from Baby Boomers to Generation X, and ultimately through to Millennials meaning that there was now a considerable need for **a more engaging and focused way of connecting** with this important audience.

To say the situation was not ideal would be somewhat of an understatement...

The old ways of engaging were no longer working. There was a need for more agility and an opportunity for reinvention.

THE EYEFUL SOLUTION

Eyeful was brought in to help relieve the pressure, get the story straight and bring a large fragmented sales team together – through a single focused sales message supported by audience-centric collateral.

To achieve this goal, we created a four-step process consisting of...

STEP 1

REVIEW THE CURRENT PRESENTATION EXPERIENCE BEING DELIVERED...

Our first step was to **review their presentation culture as a whole**, initially conducting a full audit of their presentation collateral, as well as embarking on a 'PowerPoint Amnesty' programme to ensure that the 'good, the bad and the ugly' were shared and fully (and fairly) reviewed as part of our process.

We did this by creating an online survey that canvassed the entire global sales team. This received a great response and provided the insight we needed to form a highly effective solution.



STEP 2

PERFORM PRESENTATION OPTIMISATION...

With a new overall unified direction agreed with the senior leadership team, Eyeful planned and developed an entire series of presentations that would equip the sales team with a new agile audience engagement strategy.



“Presentation Optimisation™ is Eyeful’s unique approach to crafting presentations with a compelling story, clearly defined messages and powerful supporting visuals – all of which ensures you deliver an audience-focused presentation which inspires and influences your audience into following your desired call to action.”



Rob Bailey – MD, Eyeful Presentations

The new presentations were created with strong convincing sales messages, wrapped in a powerful and engaging story and designed to the highest professional standard.

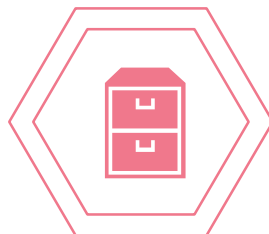
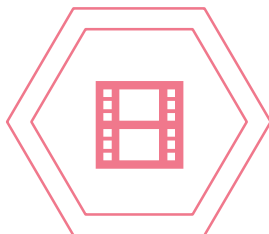
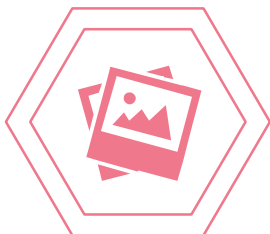
This powerful combination would all help the company’s new consistent message to come across in a simple and clear way.

STEP 3

CREATE AN ONLINE LIBRARY OF PRESENTATION COLLATERAL...

Eyeful tackled the logistical aspects of a large and geographically dispersed sales team by hosting the entire catalogue of new presentation material in a secure online library which was accessible to all.

This provided the sales team with a unified approach – the online library was an easy (yet highly secure) way for them to quickly create new fully compliant presentations, from any location, at any time – it was the ultimate experience in presentation asset management.



STEP 4

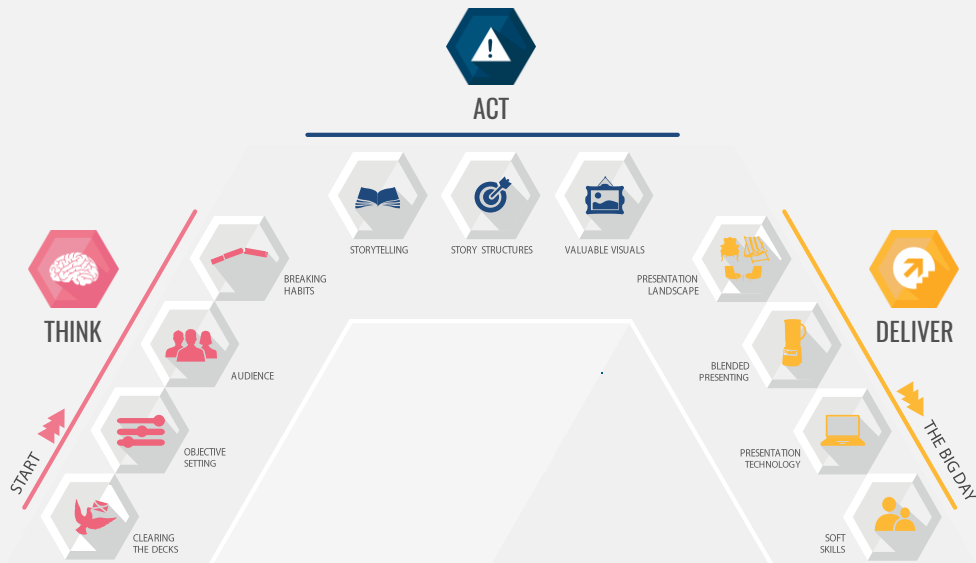
PROVIDE A BESPOKE TRAINING PROGRAMME TO OVER 200 NEW SALESPEOPLE...

The rollout of the new presentation material was delivered at the company's annual sales conference.

Eyeful delivered our popular **'Think Act and Deliver Differently'** training programme, which equipped the entire sales team with a new, more effective approach to developing their presentations.

Eyeful's approach to presentation training is a completely unique experience compared to the generic PowerPoint and soft skills training elsewhere in the market.

We devised and delivered a training programme based on the powerful modules that are derived from our acclaimed book, *The Presentation Lab*. These engaging modules, which span the entire process of presentation creation, were tailored to match the exact needs and requirements of the team being trained...



During the training, we removed bad habits, introduced a new way of approaching presentations and provided full guidance on how to access the online library.

This not only ensured that new presentation material was well received and understood but equally that other forms of presenting such as whiteboarding, hard copy presentations and utilising interactive tablet technology would be fully embraced as part of a company-wide **Blended Presenting** strategy.

THE RESULT

Our client's team are now equipped with...



A NEW WAY OF THINKING...

There is a much greater understanding across the organisation around the true impact that strong sales presentations can have.



AUDIENCE CENTRIC PRESENTATIONS...

Eyeful's **Audience Pathway** structure has helped to provide a series of consistent presentations that now focus on the audience, what their issues are and how our client can provide a solution. Whether the audience is a Baby Boomer, Generation X or made up of Millennials, our client can now deliver a consistent sales message that makes sense and resonates with their needs.



A NEW BREED OF AGILE PRESENTERS...

Eyeful's **Blended Presenting** module has provided the sales team with the skills and confidence to present with a variety of devices (from laptops to iPads to whiteboards) – allowing them to deliver on the audience's terms.



A UNIFIED SALES TEAM...

An easily accessible online library has meant the process of creating new presentations has become far more efficient. Important 'must win' bids are also now coordinated with a single point of reference.



NEW BUSINESS WINS...

The global sales team now have a clear, simple and efficient approach for creating and delivering presentations that communicate consistent USPs – this has had a major positive impact on new business wins.