presono

MINI GUIDE IN SIX STEPS

THE COMPANY PRESENTATION

> For anyone who already has one, and for anyone starting from scratch. Put your current presentation next to this guide, check it in six steps and sharpen it where it falls short. For printing, filling in and passing on.

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HOW TO USE THIS GUIDE · STEP 1

START WITH WHAT YOU ALREADY HAVE

Most companies already have a company presentation, so you rarely need to build a new one. This guide starts with your existing presentation and shows where it needs sharpening. If you are starting from scratch, use the same questions as a framework.

TAKE ON AS MUCH AS YOU NEED

Quick check
The presentation exists. You want to know where it falls short.
→ **Steps 1, 2 and 5**

Sharpen
The core is right, but modules such as references or certificates are missing or out of date.
→ **Steps 1 to 5**

Build from scratch
There is no presentation yet, or only a very old one.
→ **All six steps**

You can do each step yourself or hand it over, to your agency or to us.

THE SIX STEPS

1. **Take stock** — Every slide gets a verdict.
2. **Check the core** — brand core and four questions everyone asks
3. **Clarify your audiences** — one or several, and what each also wants to know
4. **Add modules** — what comes in for each meeting
5. **Test** — ten-minute test and shared screen
6. **Organise upkeep** — responsibilities, triggers, annual review

1 TAKE STOCK

MARKETING

Use the presentation that was last shown in a customer meeting, not the one on the server. For each slide, ask: Is it still correct? Does it help the audience? If you are starting from scratch, collect material here, e.g. from your brochure, website and trade fair copy.

SLIDE OR CHAPTER	KEEP	CHANGE	DELETE	NOTE
	☐	☐	☐	
	☐	☐	☐	
	☐	☐	☐	
	☐	☐	☐	
	☐	☐	☐	
	☐	☐	☐	
	☐	☐	☐	
	☐	☐	☐	
	☐	☐	☐	
	☐	☐	☐	

Who still shows a version of their own?

☐ Sales ☐ Management ☐ Trade fair team ☐ Partners and dealers ☐ Website download

☑ **Done when** every slide has a verdict.

STEPS 2 AND 3

CORE AND AUDIENCES

2 CHECK THE CORE

MARKETING + MANAGEMENT

The core is the same for everyone, usually four to six slides. It starts with what your company stands for.

Our brand core: _____

_____

Whether you call it brand core, mission, why or mission statement: use what you already have, e.g. from your brand guidelines or website. Nothing written down yet? Get support, from us too if you like.

Every audience wants answers to four questions. Where is the answer today?

CORE QUESTION	ON WHICH SLIDE?	BACKED UP?	WHAT IS MISSING?
Who are you?		☐	
What do you do, and for whom?		☐	
What proves you can do it?		☐	
Who is behind it?		☐	
Your own question:		☐	

TWO TESTS

Could we back up every statement if someone pressed us? And: what does an AI say about us that is wrong?

✓ **Done when** every core question has a slide and evidence.

3 CLARIFY YOUR AUDIENCES

MARKETING + SALES

Depending on what you offer, you have one audience or several. None of them needs a presentation of its own. Note what each audience also wants to know; in step 4, that becomes modules. Trade fairs, the website and video calls are formats, not audiences.

AUDIENCE	OURS?	WHAT ELSE DOES IT WANT TO KNOW?
New customers	☐	
Existing customers	☐	
Partners and dealers	☐	
Investors and bank	☐	
	☐	
	☐	
	☐	
	☐	

✓ **Done when** you know your audiences and what each one also needs.

STEPS 4 TO 6

MODULES, TEST, UPKEEP

4 ADD MODULES

SALES + SPECIALIST DEPARTMENTS

Which questions keep coming up in your meetings? For each one, create a module that everyone takes from the same presentation instead of copying slides into separate files.

MODULE	WHO ASKS FOR IT?	SLIDE READY?
References		☐
Certificates and quality		☐
Sustainability		☐
Technology and products		☐
Working together, project process		☐
		☐
		☐

✓ **Done when** every recurring question has a module.

5 TEST

SOMEONE WITH NO PRIOR KNOWLEDGE

Ten-minute test: someone who does not know you reads the presentation and then says in two sentences what you offer and why people can trust you.

What was misunderstood: _____

☐ readable on a shared screen ☐ full sentences where it is read without you

6 ORGANISE UPKEEP

MARKETING + MANAGEMENT

The core is fixed, the modules change. Only the person responsible changes core slides. Enter who looks after what.

Core: _____ **Other modules:** _____

References: _____ **Next review on:** _____

Update straight away when there is:

☐ new annual figures ☐ a new customer example ☐ a discontinued product ☐ a change of staff ☐ a new location ☐ a new certificate

Once a year: repeat step 1 and collect old versions from laptops, inboxes, dealers and the download area of your website.

✓ **Done when** the core and every module have an owner and the next review has a date.

Background and examples for all six steps: Company Presentation: Structure, Examples and Checklist