



# Case Study

## A fresh approach for sales presentations for the medical industry

Movianto specialises in medical logistics. They are in a competitive sector and their sales and business development teams need to make an excellent impact with challenging clients. They must distinguish themselves from their competitors in order to win business, and continue to present solutions cogently and persuasively to sustain key client relationships.

Most of the delegates have 'done' presentation skills, but conventional approaches were not proving memorable or exciting.

We researched and delivered a single day workshop that both supported core presentation skills and delivered the extra dimension that the client has stipulated: visual and memorable talks.

We worked on two key techniques: Rich Picture and Cartoon Story Board. The delegates learnt and practised these and then combined them with stories, metaphor, demonstrations and case studies. The output was lively, interesting and above all, memorable. As an added bonus, delegates were surprised at how their overall confidence had improved: they felt empowered to pick up a pen and do an impromptu sketch to illustrate a point, or use an object or picture to hand to support their argument. The end result was lively and interesting and far more connected to the client's immediate need than the 'corporate slide set' approach.

It has been noted that all business presentations are more effective because they "now get it". The slides around the organisation have much more impact and some of what has been learned will now be included in the preparation of induction courses.

The CEO, Nic Ocean says, "being able to present with such impact and being able to adapt effectively to the customers questioning is a big win for the organisation."