

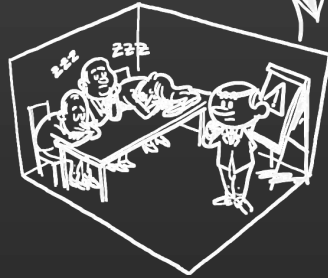


# DEAL ONE-PAGER

Do you always get to talk to the "final" decision-makers?

Many times, the answer is no. They're just not accessible

So you talk to the person who presents your solution to them.



Do you see any risks in this? Will your message get through the way you would have presented it? Will they include all the points you would have? All too often, it goes very wrong and it's difficult, if not impossible to recover.

What can you do to change the odds in your favour?  
Is there a way to influence the presentation?

## Yes!

Enter the Deal One-Pager.

It's a concise summary of "the deal" which includes the customer's goals and decision criteria, the solution you propose, and the benefits for key stakeholders, and of course, why they should buy from you. If you think of it, the one-pager is like a summary of all the individual value propositions.



A little bit of customisation with the customer's logos and colours, and reviewing it with a Coach to ensure the language is right transforms a Deal One-Pager into an internal customer document – even though, it's really ours!