

1. [Title] PRESENTATION TITLE
2. [Text] OBJECTIVE
3. [Bullet] PRESENT SITUATION
 - a. Describe current problems and needs
 - b. Expand on each by giving implications
 - c. Problems with most agreement come first
 - d. Describe up to a total of six
4. [Bullet] SOLUTION – BENEFITS
 - a. List the benefits of your solution
 - b. Help listeners visualise value of benefits
 - c. Anticipate objections and answer them
 - d. Describe up to a total of six
5. [Bullet] COST BENEFIT ANALYSIS
 - a. List the areas of savings
 - b. Show how costs are offset by savings
6. [Bullet] COST OF REJECTING SOLUTION
 - a. List implication of not accepting
 - b. Put in terms of dollars, if possible
7. [Bullet] SUMMARY
 - a. Summarise the solution benefits
 - b. Restate the savings and cost of rejecting
8. [Bullet] ACTION
 - a. Suggest next steps to be taken
 - b. Ask for questions