

# YOUR CAPABILITIES DECK IS ALL WRONG!

## ...HERE'S WHY

Presented by Ed Delia



Where B2B Brands Go To Grow.



# My 15 Minutes of Shame





# IT'S **ALL** ABOUT **THEM**



They don't care about  
how much you know.

They want to know  
**how much you care.**





NOW I GET IT.  
**I WANT TO HELP**  
YOU GET IT, TOO

***Establish*** Confidence

***Knock-Out*** Competitors

***Close*** Faster





# WHY I'M PASSIONATE ABOUT THIS

Makes the BD team better

Aligns marketing with sales

Both celebrate wins!





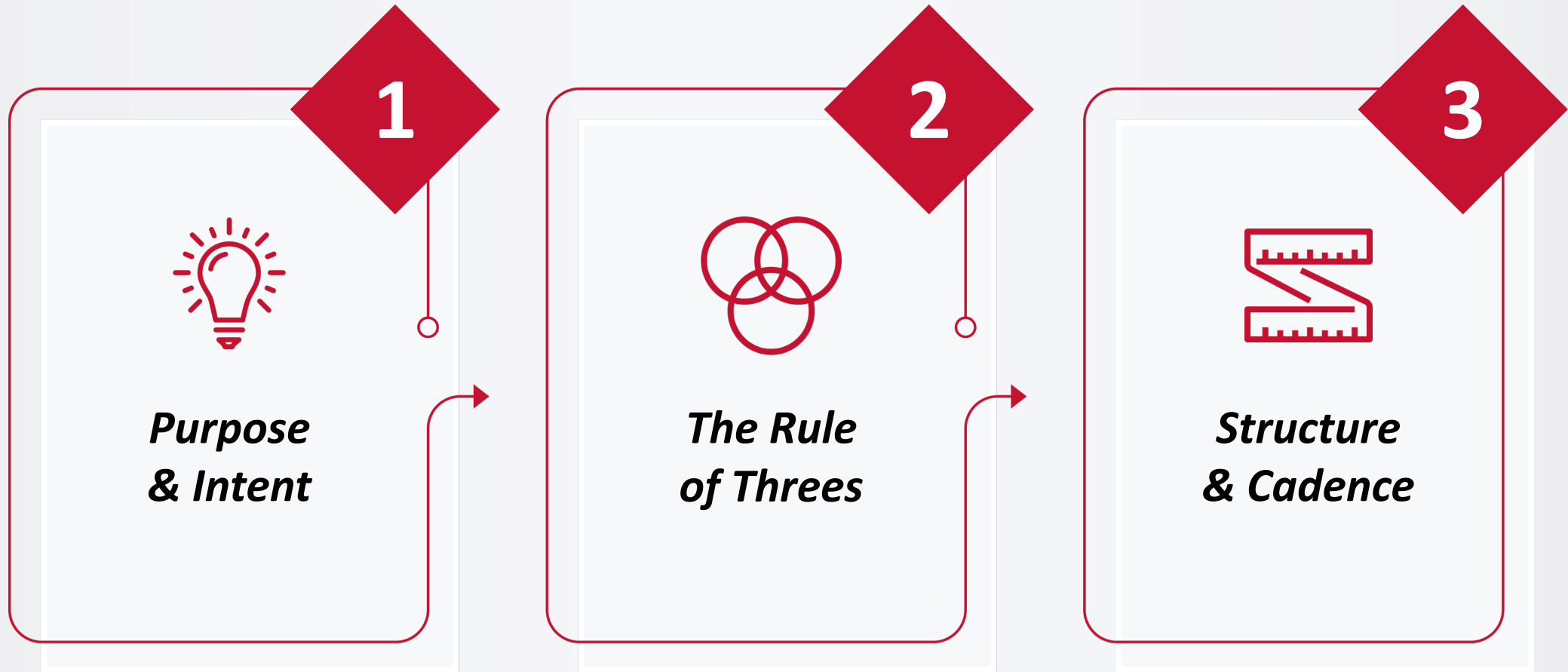
# THESE ARE **NOT** OUR CLIENTS

The Amazon logo, featuring the word "amazon" in a black, lowercase, sans-serif font with a yellow curved arrow underneath it.The Google logo, consisting of the word "Google" in its multi-colored, rounded, sans-serif font.The word "BOEING" in a blue, italicized, sans-serif font.The word "MERCK" in a black, uppercase, sans-serif font.The Estée Lauder logo, which is the word "ESTÉE LAUDER" in a black, uppercase, serif font.The Johnson & Johnson logo, which is the company name in a red, cursive script font.The word "PEPSICO" in a blue, uppercase, sans-serif font.

These are some companies we helped  
our clients close using this process.



# IN THE NEXT **20 MINUTES...**





# Purpose & Intent

Why do we present our capabilities?

What do we hope to accomplish

REALISTICALLY?



PURPOSE & INTENT

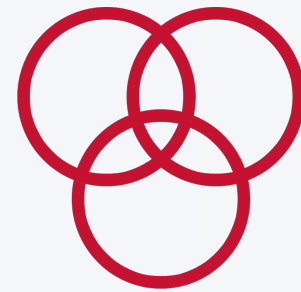
# ONE GOAL:

GET A SECOND MEETING!





PURPOSE & INTENT



# THE RULE OF **THREES**

1. ***More*** Interesting
2. ***More*** Enjoyable
3. ***More*** Memorable





## PURPOSE & INTENT

# IT'S A **PERFORMANCE** THE **3-ACT** PLAY

**Act I** : The Set-Up (You Have a Problem)

**Act II** : The Confrontation (We Can Solve It)

**Act III** : The Resolution (Here's What Happens Next)





# ACT I:

The Set Up (You Have a Problem)

- ◆ Key Issues x3
- ◆ Case Studies x3
- ◆ Imagine x3





# KEY ISSUES X3

**General** : top 3 most commonly raised by prospects

**Specific** : top 3 raised by a specific prospect you are presenting to

**Tie to** : a negative emotion





# KEY ISSUES X3

*EXAMPLE (CAPABILITIES DECK):*

- ◆ ***Lost opportunity*** : Not being invited back.
- ◆ ***Fear*** : Lack of confidence in presentation.
- ◆ ***Uncertainty*** : What should we include?



# CASE STUDIES X3

## *“WHY 3 CASE STUDIES?”*

- ◆ **Show 1** : You’re too thin on experience.
- ◆ **Show 2** : You’re starting to convince me.
- ◆ **Show 3** : OK. I believe that you can do this.
- ◆ **Show 4** : Why? What are you hiding?





# CASE STUDIES X3

*The Formula : Think 3 “mini” 3-act plays.*

- ◆ **Scene 1** : The Situation (Each one maps to the Key Issues)
- ◆ **Scene 2** : The Approach
- ◆ **Scene 3** : The Result (Transformative Value)

**Ideally, 1-3 Frames.**



# CASE STUDIES X3

*Transformational Value is Critical.*

***The Result shown as :***

Numerical. Monetary. Percentage.

Graphic. Testimonial.

***Movement from Starting Point  
to a Substantially Better Place.***

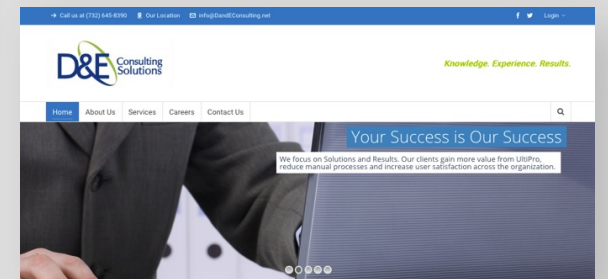
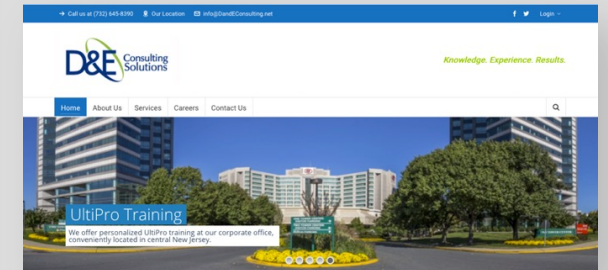
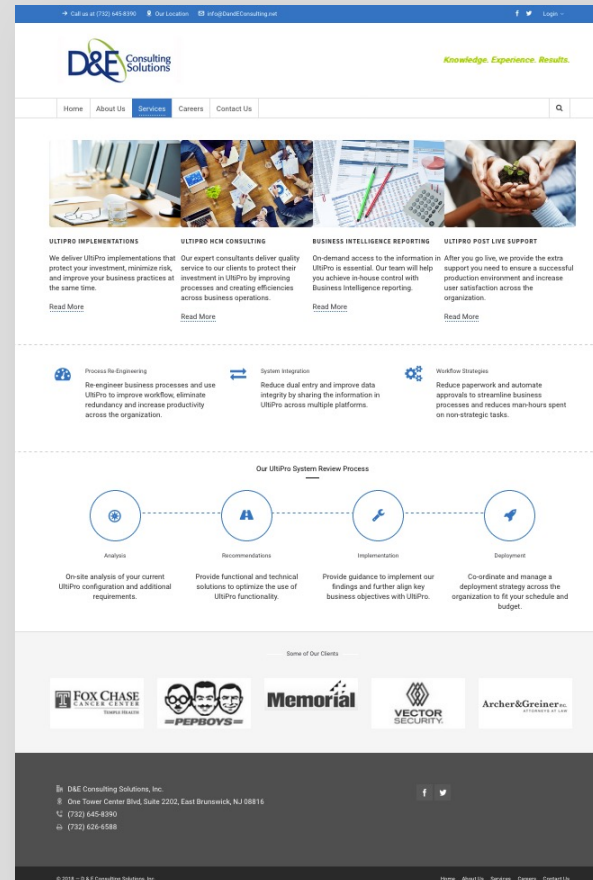


# D+E CONSULTING

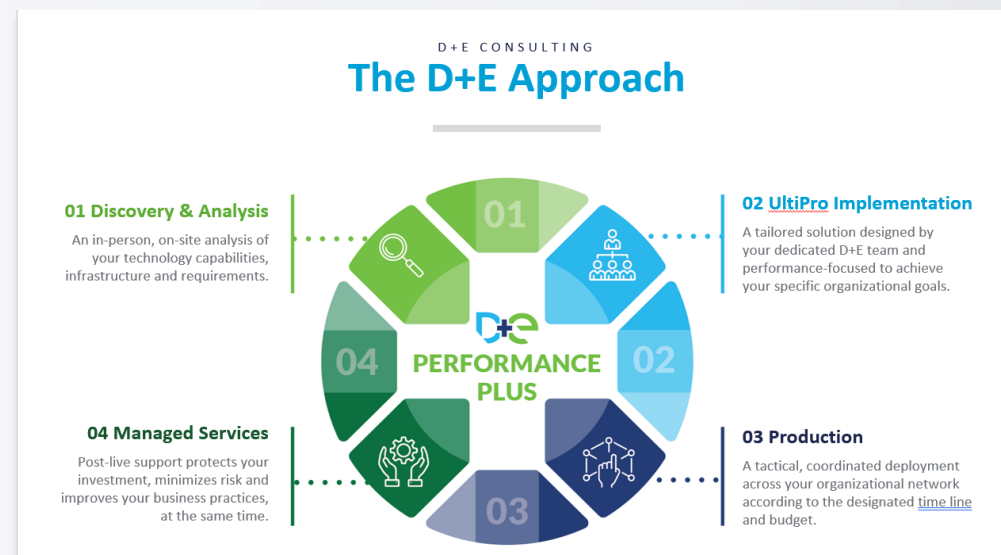
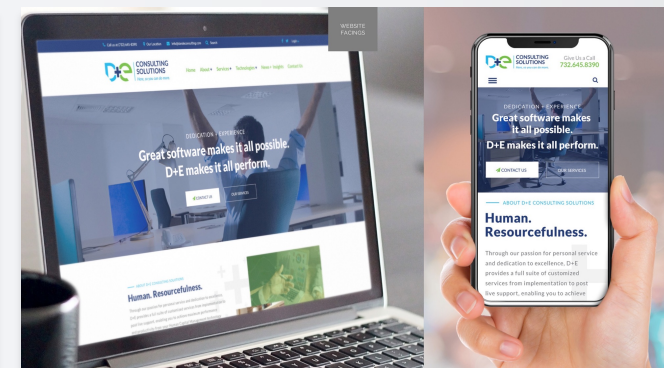
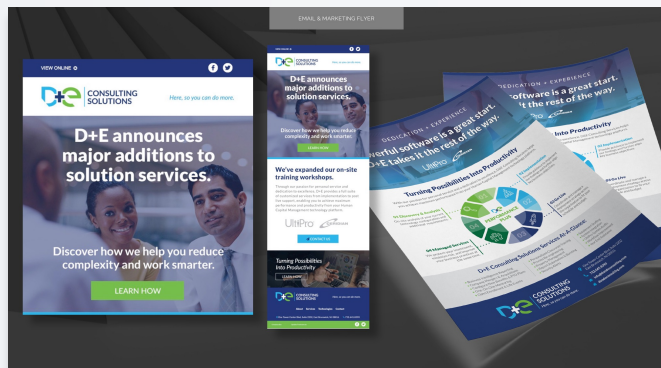
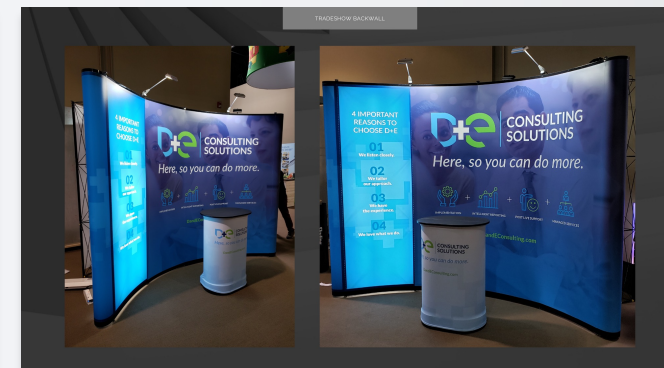
## THE CHALLENGE (TIMELY DEBUT):

The company urgently needed a brand makeover to properly represent at a key industry event attended by key clients and prospects.

# BEFORE



# AFTER





RESULTS

# D+E CONSULTING

OVER 500 QUALITY LEADS

from the initial brand debut at the Connections Conference.



Delia Associates received a ***Davey Award*** for the D+E Brand Style Guide.

# IMAGINE X3

- ◆ Mapping back to key issues.
- ◆ Helping prospects internalize the transformative value your solution will bring to them.
- ◆ Turning each of the key issues from a pain to a positive.





# IMAGINE X3

## *Key Issues (Capes Deck)*

***Lost opportunity*** : Not being invited back.

***Fear*** : Lack of confidence in presentation.

***Uncertainty*** : What should we include?

## *Imagine...*

Always being invited back & knocking out competitors on the presentation alone.

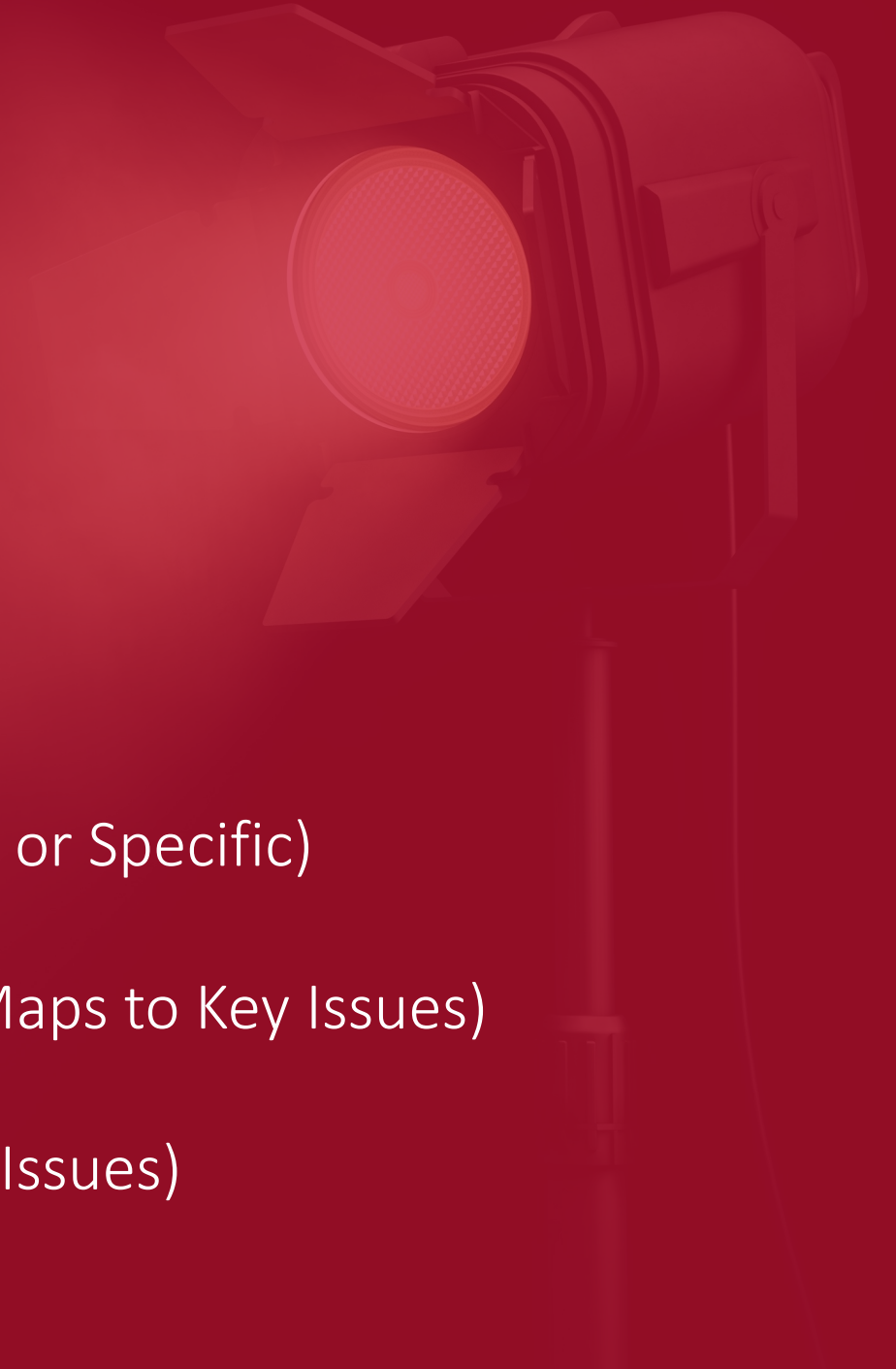
Delivering with absolute confidence.

Knowing exactly what and how to present.

# ACT I:

## The Set Up (You Have a Problem)

- ◆ ***Slide 1*** : Intro Frame
- ◆ ***Slide 2*** : Key Issues Frame x3 (General or Specific)
- ◆ ***Slides 3-5*** : Case Studies Frames x3 (Maps to Key Issues)
- ◆ ***Slide 6*** : Imagine Frame (Maps to Key Issues)



# ACT II:

## The Confrontation (We Can Solve It)

- ◆ How we do it (Approach)
- ◆ Who we are (At A Glance)
- ◆ What we do (Products & Services)
- ◆ Why we're great at it (Proof)





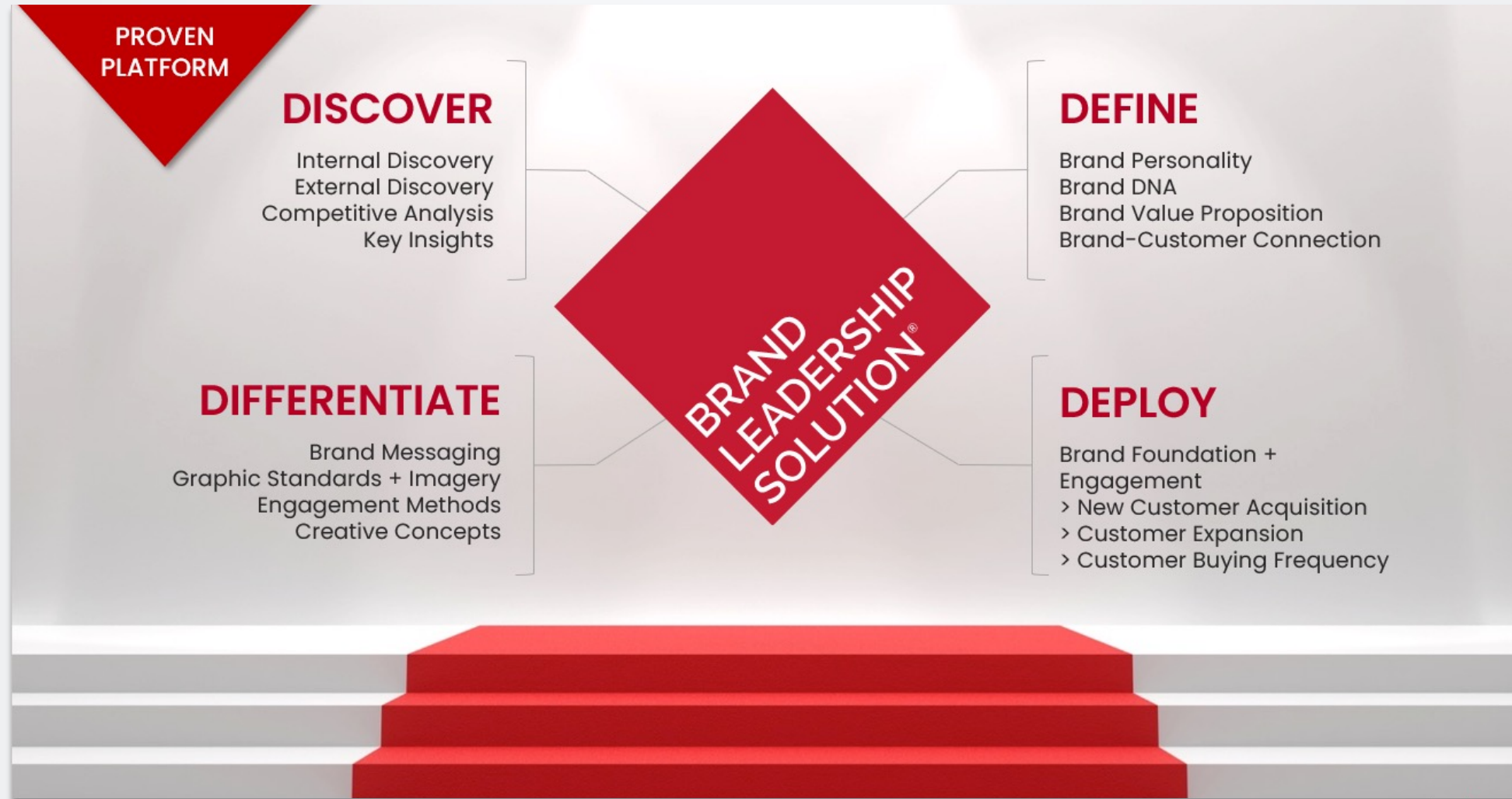
# HOW WE DO IT (APPROACH)

- ◆ Text or visual depiction of the process to address their issues.
- ◆ General or Specific.
- ◆ Phases, Steps, Procedures.
- ◆ Visual brand alignment.

***Builds confidence and trust.***



# HOW WE DO IT (APPROACH)



# WHO WE ARE (AT A GLANCE)

- ◆ Key points that define your organization.
- ◆ Especially relevant for a new prospect.
- ◆ Shows you're an established, solid enterprise.





# WHO WE ARE (AT A GLANCE)



Founded: 1964

HQ: Whitehouse, NJ

Leadership: 2<sup>nd</sup> Generation

Personnel: 15 Humans. 1 Bichon.

Focus: B2B Branding & Marketing

Longest Client Relationship: 31 Years

Top 10 Clients Tenure: 9.9 Years Average

Accolades: 48 awards in the last 3 years



# WHAT WE DO

## (PRODUCTS & SERVICES)

- ◆ Opportunity to demonstrate full capabilities.
- ◆ Highlight ONLY those that are of particular interest to this scenario.
- ◆ Keep it concise.



# WHAT WE DO (PRODUCTS & SERVICES)

## DELIA IN-HOUSE SERVICES



### STRATEGY

**BRAND DEVELOPMENT**  
(Brand Leadership Solution®)

Discover  
Define  
Differentiate  
Deploy



### FOUNDATION

**BRAND IDENTITY**  
(and Sales Tools)

Logo Design  
Brand Standards Guide  
Corporate Identity System  
Website Development  
Strategic Sales Aids  
Tradeshow Booth Design  
Video Production



### ENGAGEMENT

**BRAND MARKETING**

Content Marketing  
Marketing Automation  
Lead Magnet Development  
Tradeshow Marketing  
Trade Advertising  
Search Marketing  
Public Relations  
Social Media Marketing  
Video, Email, Direct Marketing





# WHY WE'RE GOOD AT IT (PROOF)

- ◆ Credentials
- ◆ Qualifications
- ◆ Certifications
- ◆ Awards
- ◆ Patents
- ◆ Recognitions

***Even if you're not the biggest,  
show them that you are the best!***

# WHY WE'RE GOOD AT IT (PROOF)



ESTÉE LAUDER

Johnson & Johnson



These are some companies we helped  
our clients close using this process.

# ACT II:

## The Confrontation (We Can Solve It)

- ◆ **Slide 7** : How We Do It (Approach)
- ◆ **Slide 8** : Who We Are (At A Glance)
- ◆ **Slide 9** : Products and Services (What we do)
- ◆ **Slide 10** : Why we're good at it (Credentials)





# ACT III:

The Finale (Next Steps)

*The MOST important and  
MOST often under-appreciated.*

- ◆ Next Steps
- ◆ Team
- ◆ Contact Info
- ◆ Final Questions or Comments?



# NEXT STEPS (3)

- ◆ General or Specific.
- ◆ What typically happens next...
- ◆ Prospect lives in your reality.
- ◆ Creates the opportunity for a “definitive” next step.
- ◆ Sets the next meeting.







# NEXT STEPS (3)

## ***EXAMPLE :***

1. Schedule discovery session with members of both teams.
2. Develop a preliminary approach and proposal.
3. Set date to review.



# TEAM

- ◆ Key member or members of team they will be working with.
- ◆ Include photos and titles.
- ◆ Humanizes the solution.
- ◆ Don't need to go chapter/verse in terms of bios at this stage.






# TEAM







# FINAL QUESTIONS & COMMENTS

- ◆ Opens the door to any final discussion.
- ◆ Sometimes the questions at the end are the most important!
- ◆ Creates space and time to address them.



# CONTACT INFO & THANK YOU

- ◆ Include full contact info.
- ◆ Makes it easier for them to reach you for any follow up questions or insight.
- ◆ Also assigns “ownership” if the deck gets passed around.



# ACT III:

## The Finale (Next Steps)

- ◆ ***Slide 11*** : Next Steps
- ◆ ***Slide 12*** : Team
- ◆ ***Slide 13*** : Questions or Comments?
- ◆ ***Slide 14*** : Contact Info | Thank You





# PUTTING IT ALL TOGETHER

## ACT I

- ◆ **Slide 1:** Intro Frame
- ◆ **Slide 2:** Key Issues
- ◆ **Slides 3-5:** Case Studies x3
- ◆ **Slide 6:** Imagine

## ACT II:

- ◆ **Slide 7:** How We Do It
- ◆ **Slide 8:** Who We Are
- ◆ **Slide 9:** Products & Services
- ◆ **Slide 10:** Why we're good at it

## ACT III:

- ◆ **Slide 11:** Next Steps
- ◆ **Slide 12:** Team
- ◆ **Slide 13:** Questions or Comments?
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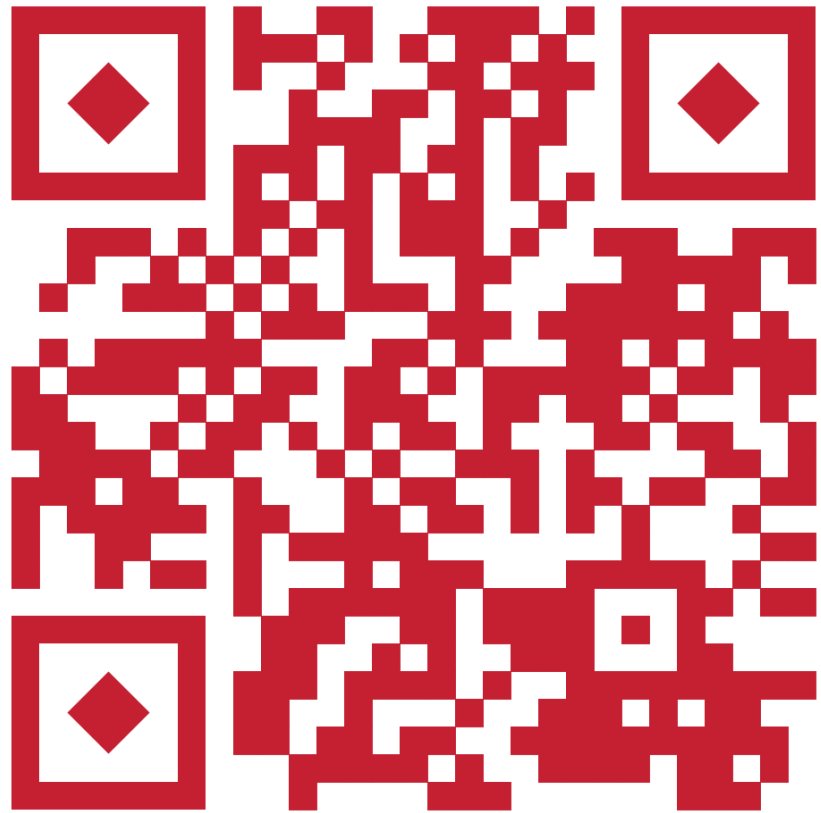
# SUMMARY

- ◆ Lead with Them. Talk about you only as it relates to helping them.
- ◆ Think in terms of threes all the way through.
- ◆ Connect the dots from start to finish.

The background of the slide features a series of silhouettes of hands raised in the air, set against a gradient of red and orange colors. The hands are positioned at various heights and angles, creating a sense of movement and participation.

# QUESTIONS & COMMENTS

# YOUR NEXT STEPS



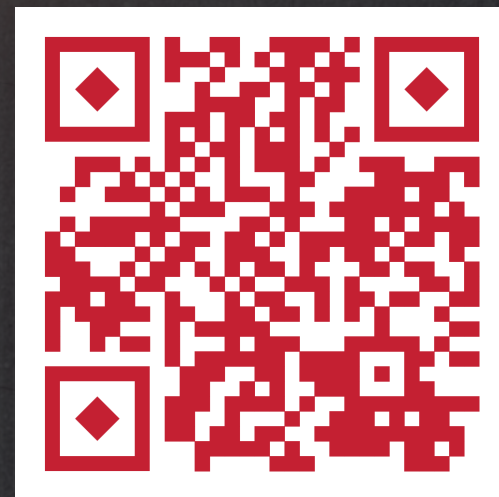
- ◆ QR Code to download today's presentation.
- ◆ A Blank Template that you can use to model your own.
- ◆ Come see me after or at Booth # 231.





Where B2B Brands Go To Grow.

# THANK YOU!



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