Proposal Hours Last Quarter

Fictional sample · Sales leadership review

3,234

HOURS ON PROPOSALS WE LOST

4,200 hours in total, 23% won

What if the biggest risk to our roadmap is what we're assuming?

Fictional sample · Product strategy meeting

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This is impressive. But I still don't understand what changes for my team on day one.

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CPO, national retailer

Fictional sample · The pitch we lost last November

We will lose 30% of our market share in 18 months unless we change channels

Fictional sample · Go-to-market strategy review

Thursday, 6:00 p.m.

Board meeting tomorrow at 9:00 · Deck 80% done · Four hours of work left

Fictional sample · Product launch

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Only the Paranoid Survive

Andy Grove, former CEO of Intel

Title of his 1996 book · Fictional sample talk on competitive threats

By the end of this session, you'll be able to:

Fictional sample · 45-minute deck workshop. Bring a deck you're working on.

1. Rewrite your slide headlines as clear statements
2. Fix the three weakest slides in your deck
3. Use a checklist on the next deck you build