



The 5P Formula - Presentation Template

1P = Position Yourself and Your Audience. (Who you work with, experience, vertical, etc.)

Transition = “It’s important to know that...”

Key Message = “We accelerate bottom line results for our clients”. (For example)

2P = Position the Problem. (Compelling/shocking slide. Business Insight on Industry/Vertical related problem researched. Combine with a question.)

3P = Position Your Solution. (Cover key Features/Benefits of only relevant product/service)

Add Anecdotal evidence or Success Story – e.g. PayPal on extra \$300Million in revenue.

Transition = “As I mentioned earlier...”

Key Message = “We accelerate bottom line results for our clients”.

4P = Position Your Proof. (“Speaking of clients, here’s some we work with...”)

Show relevant Logos, Analytical evidence with Stats, + IDC/ Gartner Leader chart, etc.

Transition and Summarize = “So, we covered some challenges and solutions we provide...”

(Quick summary of key benefits.)

5P = Position Your Call to Action. (S.M.A.R.T. goal – Think, Feel, Do? Advance the Sale? POC, Demo or Next Meeting!)

“What I would like you to do is...”

* **BONUS = Handling Q&A!**

When it's time for your Q&A session, make sure you handle it with confidence and **TACT!**

This means...

T = Thank or acknowledge the person.

A = Answer succinctly. Restate the key benefits where appropriate.

C = Confirm your response. Ask if further clarification needed.

T = Thank again. If final question, restate your Call to Action!

Thank you and I trust this 5P Formula Template will help you save time & eliminate stress with your upcoming presentation!

(*We use this tool as well in the Accelerate Program, helping to land new clients and increase business results overall. Message me for information on the program.)

I look forward to speaking with you and let me know how I can support you.

Kind regards,

Cesar :o)

Cesar Viana Teague

Founder: RESONATE

T: 415.877.4180

<https://calendly.com/coachcesar/intro-call>

