

Presentation Type	What You Want the Audience to <u>Think</u>	What You Want the Audience to <u>Feel</u>	What You Want the Audience to <u>Do</u>
Pitch a prospect on switching to your firm for their audit business	"They understand us. This team really took the time to discover our audit needs, and what's most important to us."	Reassured. "We feel confident that this team can deliver our audit accurately and on time."	Say "Yes" to our proposal, and sign the contract.
Update the firm's senior leaders on a new sales pipeline process they've asked you to create	"This makes sense. This plan really takes into account all the things our clients and prospects have been telling us."	Confident, maybe even enthusiastic or excited, e.g. "This is doable!"	Sign off on the plan, timelines, and budget. Help recruit one additional staff person with an expertise in sales.
Deliver a State of the Firm address	"Wow! I didn't know all this was happening. There's really a lot going on at the firm...."	Emotionally invested in the firm's future success, e.g. "I really believe in the direction we're going, and I'm going to do my part to help!"	Different based on the employee, but this could range from signing up to volunteer for the Day of Caring, or offering to take the lead on implementing a new initiative.