



KEY COMPONENTS

- Evaluation of up to 5 team members
- Each team member evaluated on 14 presentation points
- Individual results on 3 areas of audience connection
- Team results on 3 areas of audience connection
- A plan tailored to maximize your team's strengths and minimize their weaknesses

STRATEGICALLY STRUCTURE YOUR PRESENTATION TO MAXIMIZE THE IMPACT ON YOUR AUDIENCE

Your organization relies on new sales. The ability to close those sales - especially the large, strategic sales that vault your organization to the next level - often comes down to your team's presentation. We've all heard the old sales adage, "we may not win the deal on the presentation, but we can sure lose it."

Are you giving your presentation team every possible advantage? Can you answer these questions:

- **What is our team's presentation strategy?**
- **Who is our best presenter? Why?**
- **Who is our weakest presenter? Why?**
- **How will we win over the audience members?**
- **Does the audience believe us?**

The Rokay Presentation Evaluation gives you the answers to those questions and others, allowing you to structure your presentation and your team to your maximum advantage.

AUDIENCE INPUT - BEFORE THE PRESENTATION

Your audience will hear and react to your presentation one time. If you miss the mark, you won't get another chance. The Rokay Presentation Evaluation will give you valuable, unbiased, and objective feedback. That's a crucial advantage to your team - an advantage that your competitors won't have. In addition to direct and specific feedback on each presentation team member, we'll present you with a plan of action.

THE PLAN

As a result of our evaluation, you'll receive a plan for improving your presentation. We'll help you structure your presentation roles and flow to maximize your team's strengths and minimize the team weaknesses. Working with their existing material and with your existing team, we'll help you tune and focus your presentation to your best advantage.

ROKAY'S PRESENTATION EVALUATION

The Review Process

The Presentation Review process fits seamlessly into your team's preparation for the presentation. Our reviewers will watch an actual run-through of your team's final presentation one time - just like your audience will see it.

While your team is giving their presentation, the Rokay team will be evaluating up to five members of the team on different presentation criteria. Each item is grouped into one of three critical areas that determine the type of connection your team makes with the audience:

- Likability
- Trust
- Belief

At the conclusion of your team's presentation, the Rokay review team will spend a brief time aggregating their feedback before presenting the results to your team.

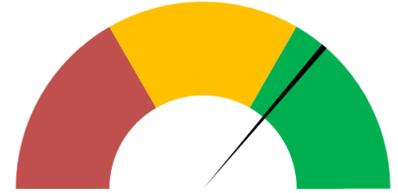
After the results are presented, we'll give you a plan for improving your presentation. The plan will present options for the entire team as well as individuals on your team.

Armed with this plan, your team can restructure their presentation to take advantage of their strengths and minimize their weaknesses as much as possible. It happens just that quickly. Why would you not want to add this advantage to your presentation?

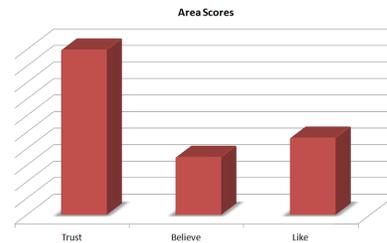
Your Team Results

Every sales manager will tell you that people do business with people they feel comfortable with. If you have a great solution but the customer doesn't connect with your people, you're facing an uphill battle to win the deal.

The Rokay Presentation Evaluation will aggregate the reviewers' results and present you with an overall team rating. This indicates your team's overall connection with the audience and gives you an immediate indication of how their presentation will be received by your prospective customer.



But that's not all. We'll also present you with a rating in each of the connectivity areas. This tells you exactly where your team is

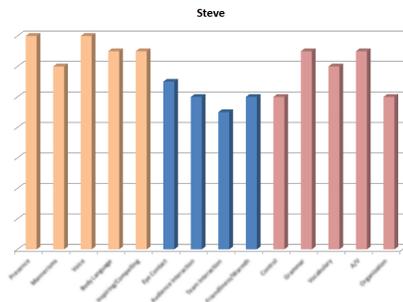


hitting (or missing) the mark with the audience and lets you start focusing on the most critical areas to improve the presentation.

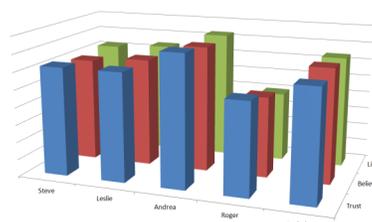
Individual Results

While your team is presenting, each Rokay reviewer evaluates each presentation team member (up to 5) on fourteen different criteria. They do not interrupt the speakers and each presenter can conduct their part of the presentation in their natural flow.

The Rokay Presentation Evaluation will prepare and present individual results on each speaker which illustrate their individual strengths and weaknesses.



Additionally, the team speakers are each ranked overall as well as by each of the three critical audience-connection areas. With this information and the Presentation Evaluation Plan,



you can structure your presentation to take advantage of individual strengths and minimize any weak areas for each member of your presentation team.

The Rokay Evaluation Team

Rokay works with presentation evaluators who have many years of professional presentation experience. This may include high-pressure team and individual sales presentations, high-visibility public presentations, as well as participation as audience members in many previous sales presentations.

Rokay will provide a minimum of three evaluators and a maximum of five. The Rokay Evaluators will not know your team beforehand so they will not be biased from previous acquaintance. This will mirror the presentation scenario you will have with your prospective customer and make the results of the Presentation Evaluation much more realistic.

The mission for each evaluator is to give their most honest, unbiased feedback based on the presentation that they observe so that your team can build the very best presentation that they are capable of.

The overall goal of the Rokay Presentation Evaluation is to give you an advantage over all of your competition and help you deliver a successful and winning presentation.



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