

# Business Proposal Presentation

Main point:

## Introduction

- Pep—get attention with question, story, quote, startling statistic, etc.
- Purpose & Promise—Main Objectives and Benefits
- Path—preview points (or indicate how they will get the promise “3 tools” for example)

Describe Desired State (Pleasure)

Describe Current or Previous State (Pain)

Describe Obstacles (Preclusions)

Solutions (Pros & Cons)

Best Solution  
(Proposal)

Make your client the hero!

You or your company is the mentor.

## Conclusion

- Summarize/call back main points (or audience discuss and debrief)
- Q&A (optional)
- Memorable close (can tie to intro, call-to-action, story, quote). Must have Call-to-Action!

Based on the book, [\*Cat Got Your Tongue? Powerful Public Speaking Skills & Presentation Strategies for Confident Communication or, How to Create the Purrfect Speech\*](#)

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