



CREATING A KICKASS PRESENTATION



Meeting agenda template

1. Cover page

The cover page should include your brand or a photo of your product, your name, contact information and the date.

2. Agenda

Start the meeting off with a very quick summary of what you will review. Include page numbers on the agenda.

3. Introduction

Develop a very brief introduction to your business. What you do, your products and most importantly why you do it. You should include your unique selling proposition.

4. Point of differentiation

Your point of differentiation must be tangible and if possible, quantifiable.

5. Sales plan

It is your job to show them how your product will sell in their store. Include trade spend, marketing spend and sales.

6. Costing

Present a cost per case and a cost per unit.

7. Sampling

This is the most important demo you will do. Be prepared and give your product the best chance.

8. Credibility

Build credibility with category managers in your ability to execute.

9. Conclusion

A brief summary and clarify expectations and who will do what, when, as a result of the meeting.

