Pitch Perfect

7 Steps to Customize Your Cornerstone Presentation

CORNERSTONE
INTERNATIONAL GROUP



Cornerstone Marketing Library

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What's This About

We are building a new generation of high quality, business development aids for Cornerstone Members. They are informative and to-the-point with high quality, professional graphics. They tell the Cornerstone story.

But we have over 50 members in more than 35 countries. How about we make each presentation tell YOUR story.

There is a simple way to maximize the impact of these presentations. That is to narrow the focus by taking Cornerstone's world view and making it specifically your view. In other words, tailor it to respond to the reason why you are making this presentation.

You do that by modifying just a few frames of information to address the specific challenges facing your potential client.

In November 2020, three members in North America -- New York City, Kansas City and Atlanta -- made a joint pitch to a global industrial consultancy, EFESO.

This book shows you how the team, led by Meg Bradt of Cornerstone NY, made small but important adjustments to the Cornerstone Corporate Overview to impress the client that the presentation was prepared just for them.

The team won the business.

Step 1:
What You Need to Get Started

Customizing a Cornerstone Marketing Presentation.

Our Marketing Presentations are professionally produced but make use of universally available tools: MS Word, PowerPoint and PDF. As a result, they are very simple to modify (as long as you do not mess with the format !)

Each presentation is downloadable from the Member Services Portal and available in two forms: PowerPoint and PDF.

The PDF is best if you are sending the presentation to someone. It is difficult to change anything and the PDF playback software is pretty much universal.

The PowerPoint is best if you are presenting in person, especially to a group and want to project onto a large screen.

The PowerPoint file is the one you need if you want to customize. It is extremely easy to use and is included in the suite of Microsoft 365 tools.

If you are a beginner, just Google "Learn PowerPoint for free" and you'll have pages of options

Now, let's get to it!

Step 2:
Own the Title

The Corporate Overview Presentation has a straightforward title:

"Meet Cornerstone"

It is simple and says to the client you are about to be presented to the brand and what it can do for you. This is re-enforced with a logo and catchy sub-title spelling out the offer:

"We help to build great teams who go on to build great companies"

Anything missing? YES! Personalize it!

Identifying the client in the opening graphic sends a message that you have taken time to specify your message. The audience expects what comes next to be specifically relevant to his or her needs.

Effective title page - Generic



Better title Page – Tailored to Audience



Step 3:
Stay on Target

The generic corporate presentation identifies the primary industrial sectors, functional positions and geographic regions that we service, as well as the methodologies used.

This paints a pretty impressive canvas and communicates a broad experience and understanding of executive recruitment and leader development.

You don't want to lose this overview.

But you do want to adjust how you present the information so that you continually – and subtly – reference the areas of most interest to the potential client.

Following are four examples of how the Cornerstone team adjusted their presentation to align with EFESO's priorities

3.1 Introduction

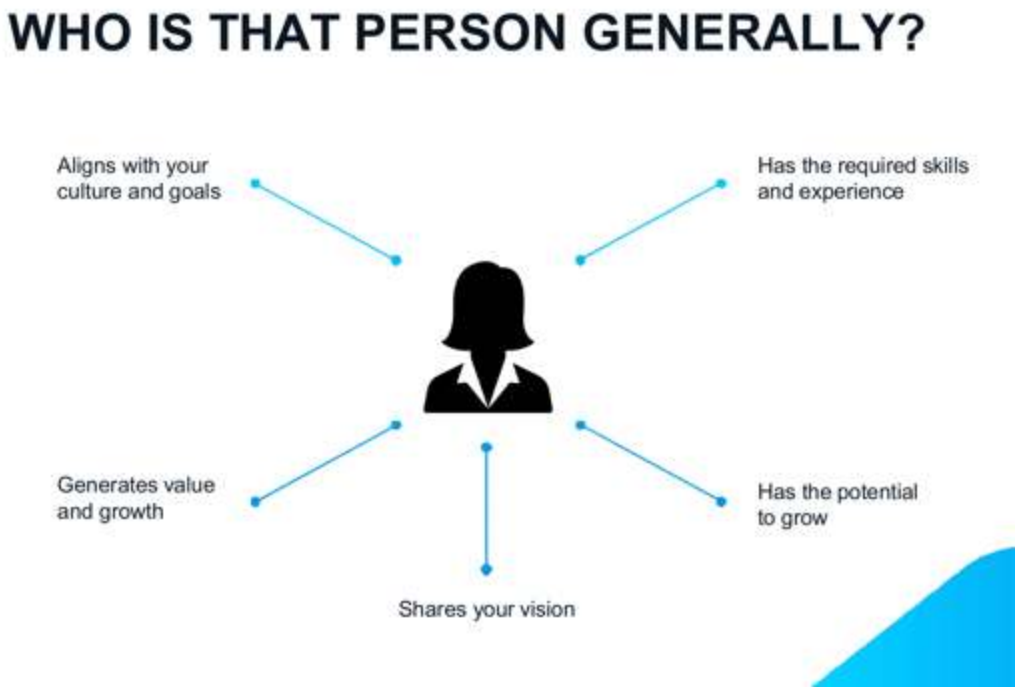
Although a global company, the focus of EFESO in this meeting was on North America. A revised intro (on the right below) put the priority on key strengths shared by the two organizations regardless of location,



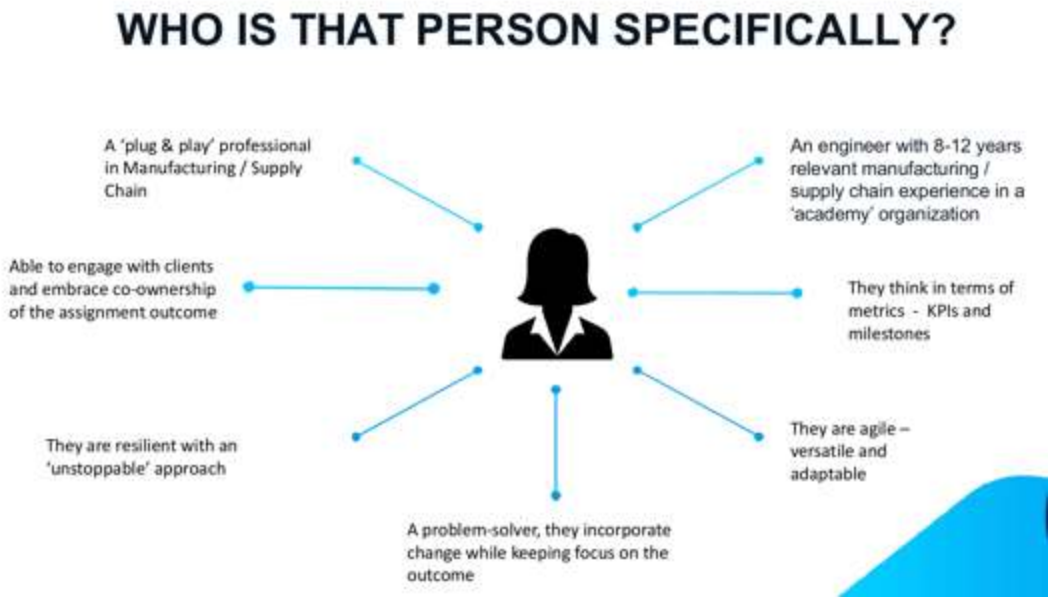


3.2 Candidate Profile

The Cornerstone presentation contains a graphic identifying five general characteristics of the person likely to be considered in an executive search.



For the EFESO presentation, the Cornerstone team had researched the challenge to the point where it could specify the *exact person* who was needed.



Step 4:
Aligning Interests

A general list of the industry sectors we operate in re-assures the client that his/her sector is important to us. It is just a tiny change to lead off the list with the client's primary business sector but it makes an important point that the specific sector is as important to you as it is to the client.

In this example, our client is an industrial consultancy. In the graphic on the left, from the CIG generic presentation, the service sector "Operations & Supply Chain" is on the second line in Position #4. In the client presentation on the right, it has been re-positioned in Position #1.





A similar adjustment is made to the list of Specialization by Industry. In the client presentation (right) Industrial, Technology and Infrastructure have been made dominant.

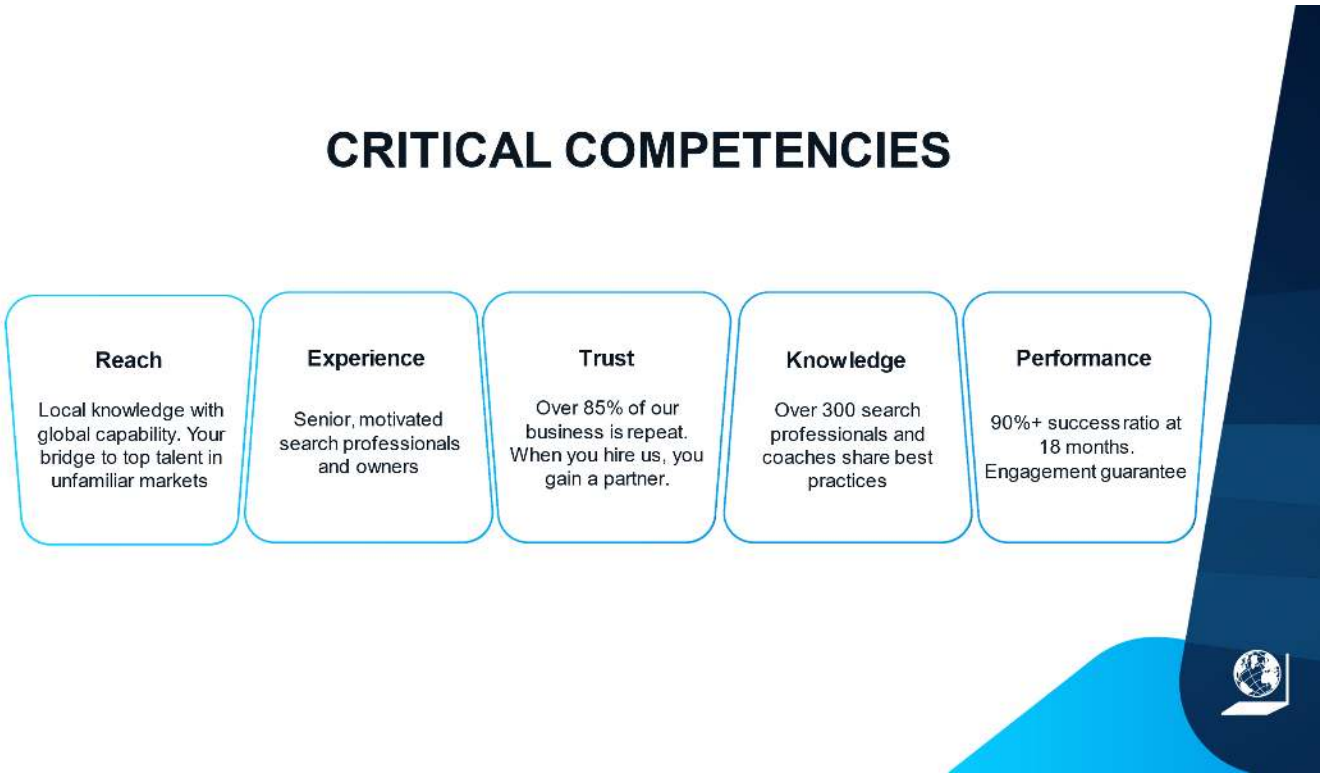




Step 5:
Detail the Benefits.

The corporate generic show summarizes the benefits of dealing with a retained search firm that specializes in meeting the exact talent needs in question.

The emphasis is on soft skills and competencies critical to knowing how to sort through a global universe of "qualifieds" to identify a short list of "change-makers"



It's a strong list and there's no need to try and add to it……

EXCEPT……

Step 6:
Drill Down to the Details

In this instance, the Cornerstone team felt they needed to give more details of the search process in order to drive home the difference between a Cornerstone mandate and "just another search".

Getting granular also leads to dialogue and an opportunity for you to offer other information that supports the points you have been making.





Remember, the best presentations use the on-screen material to guide the event and you, the presenter, add a narrative of additional information that keeps the audience engaged and wanting to know more.

Step 7:
Make Sure They Can Find You



The final step is to confirm this is your custom presentation by adding the contact information for your team.

The generic presentation has a slide for the CIG Global Board which you can insert just before this to support the scope and scale of the organization.

But this is the critical one. These are the people who will be delivering your solution, Mr/Ms Client.

How Difficult Was That?

Our mission is to give our members appropriate, high-quality tools for building their business.

The collective power of our brand is considerable. We are strongest as a group.

That's why our focus, in 2021 will be to help you to customize our branded material so that you get the maximum impact from combining a global network and your skills and experience.

For more information, reach out to any member of the Cornerstone Marketing team:

Content Marketing Director chris-allan@cornerstone-group.com

Digital Marketing Director blake-imeson@cornerstone-group.com

Global Chair, Marketing diego-cubas@cornerstone-group.com

President, CIG larry-shoemaker@cornerstone-group.com