



The Exact Expertise to  
Ignite and Sustain Performance™

## LSA Global | White Paper



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## Executive Briefing Centers - What Works?

**B**riefing Centers are the settings for some of high-tech's highest-stakes presentations. Millions of dollars can be swung to you or to your competitors in just a few hours.

- Important customers can be won or lost.
- High expectations on both sides can be exceeded or disappointed.
- Long-term relationships can be strengthened or damaged.
- You can create a barrier to your competitors' entry *or open the door for them*.

### **Executive briefings are a uniquely powerful, one-time opportunity.**

Effective Briefing Center presentations are a priceless opportunity to capture the minds, hearts and imaginations of your customers and prospects.

- You have the undivided attention of your customers and prospects, and you have them on your own ground.
- They have come solely to see you perform and to evaluate your story against your competition (whom they probably also will visit).
- Unusually positive, lasting impressions and strong, long-term relationships can be built in such a unique climate . . . or your company can be perceived as only second-best based on the experience.

From the first word spoken in a Briefing Center presentation to the last, the stakes are extraordinarily high.

### **Technical professionals and technical managers too often miss the mark with their audiences in Briefing Center presentations and leave huge openings for the competition.**

- They may present what they want to tell, not what the customer wants to know.
- They may not link their presentations to the customer's environment or needs.
- They may assume the customer will understand their jargon.
- They may overload the room with data.
- They may not link their presentations to those of others.
- They may rush in and rush out without establishing rapport or a personal connection with the attendees.
- They may not build the attendees' trust level in the company.

Executives play a pivotal role in the success of Briefing Center presentations.

- Prospects and customers want to hear from your executives as much as they want relevant technical information and insights. During executive presentations, the attendees are making decisions about questions, such as:

*Can I trust these people? Do they really care about my needs or are they just using the words? Does this fit with what my sales person has been telling me? If I have trouble, will these people really bail me out? Are these good business people? Have they got a vision that supports mine? Do I want to be associated with these people? Does this relationship have long-term staying power?*

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- Executive presentations also set the model for the presentations to be given by others. Leaders lead by example, whether they want to or not. The tone and style of a Briefing Center event often rides on the skill displayed by the executive presenters.
- Even people who do not actually see their executives present will hear about how well he or she did and how skillfully the executive participated in the experience. That's a powerful role model in a powerful revenue-generating situation.

### **This is no time to be “winging it.”**

With so much to gain or to lose, Briefing Center opportunities need to be carefully orchestrated beforehand and skillfully presented. If yours isn't and your competitor's is, the results can be predictably costly for you. (That's why salespeople are always holding their breaths during Briefing Center visits by their customers and prospects.)

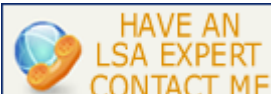
- Executives and technical professionals need to be trained so they can make the most of their critical “moments of truth” in front of customers and prospects.
- Many people feel they are good presenters and some are. Some are fairly poor. Even the best, however, have improved dramatically with professional coaching.
- Importantly, with good training, fair to average presenters can become “good” to “great” presenters. Initially “poor” presenters can become “very acceptable” to “very good,” with a few even becoming “great” at this work. It is a skill set that can be learned.
- Briefing Center presenters need to be trained so they can share in the common understanding of how the whole experience links together and their unifying role in it. A Briefing Center presentation is one act of a many act play, not a solo.
- Participating in presentations training also enables executives and technical presenters to credibly coach others and sponsor training for others. Such “I've done it myself” modeling by executives is particularly important as a powerful way to encourage other presenters who need presentations skills training but who may be reluctant to acknowledge their need.

### **It's a process, not an event.**

Organizations that rate themselves highly on the revenue-producing effectiveness of their briefings have an effective overall process and the organizational discipline to carry it out.

- The process has a definable approach and measurable procedures that address the customer's business, organizational and personal needs, not just product requirements.
- Salespeople must meet specific requirements in order to schedule a briefing, must provide adequate documentation and client needs/situation information to presenters and administrators well in advance, and must have specific mutually-agreed-upon objectives and outcomes for each briefing.
- Every presenter needs to be briefed in person and/or by a common data template that enables the presenters to structure and tailor their presentations to the guests' needs and expectations.
- Presentations need to be linked together to provide a unified experience and impression for the attendees.
  - Presenters need to be trained in the skills to deliver clear, concise, compelling and persuasive presentations and to build personal rapport and trust during their presence in the room.
  - A formal, post-briefing tracking system measures the success of each briefing from a sales perspective and helps continuously improve the Briefing Center process.

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Some outstanding briefings have the strong audience appeal of a well-casted, well-rehearsed, world-class, award-winning play; others have the powerful, yet comforting feel of time spent with a trusted old friend and mentor. A few extraordinary briefings display elements of both.

Such positive experiences for such important guests are meticulously created, they do not just happen.

Other briefings, unfortunately, feel more like a last-possible-moment rush to the station to catch the last commuter train of the night. Hopefully, those events are produced only by your competition.

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## About LSA Global

Since 1995, LSA has helped leading organizations create and maintain competitive advantages through people. We work with a select group of clients to help them “move the needle” - from simple awareness of best practices through actual adoption of new skills on-the-job to measurable performance that truly impacts the business.

Over 85% of our business comes from repeat clients and our customer satisfaction rating is 97.5%. Our clients tell us that we are different. Our clients tell us that we save them both time and money. Our clients tell us that they appreciate access to certified best-in-class experts across many areas.

## How Far Do You Want



## To Move the Needle?

- Our **Sales** clients confirm that they have grown sales by 40%, increased units sold by 42%, increased average pricing by 12%, and closed over 50% of their pipeline.
- Our **Customer Loyalty** clients confirm that their customer revenue per household increased by 18%, repeat calls decreased by 48.4%, single contact resolution increased by 6.1% and their overall customer satisfaction increased by 10%.
- Our **Leadership and Management** clients report that we decrease their costs by up to 50%, while helping increase speed-to-productivity by 60% and decrease unwanted attrition by up to 40%.
- Our **Project Management** clients inform us that, by regularly completing projects that meet or exceed expectations, they have become an anomaly in the world where most projects disappoint or fail.

Our clients succeed in the marketplace through increased revenue, decreased costs, and higher productivity. They maintain that our rigorous assessment, implementation, and measurement capabilities bring them tangible results. As an organization, we are fiercely devoted to supporting their success.

For more information, please visit us:

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