The
EWOR
B2B Sales Deck Guideline

Introduction

Why This Guideline**?**

As entrepreneurs and angel investors, we have advised countless start-ups in their sales process, reviewing sales decks and their strategies.

In our experience, many founders make similar mistakes, resulting in lower lead conversion than warranted.
At EWOR, we work with our fellows to improve their decks and prevent these common mistakes - with success!
Our goal is to make this guideline publicly available so that others can benefit from our experience as well!

We wish you all the best for your sales pitch!

The EWOR Team
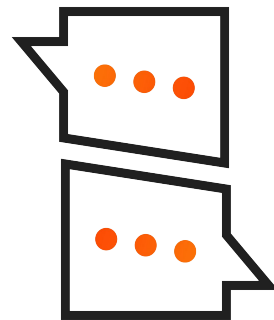
We would love to hear your feedback to continue to improve!

ewor.io

Introduction
Who is This Guideline for**?**

This guideline is for B2B-focused sales-driven tech teams in the early stage.

The further the product is developed, the more validity the document has.

If you are still very early stage pre revenue, working on your MVP, trying to close first pilot customers with this deck, make sure to highlight, that your product isn't fully developed yet.

Nevertheless you can showcase your current MVP and frame this sales deck specifically.

Introduction

What is a Sales Deck?

- A sales deck is a series of slides that you use to guide your audience through your sales presentation. Slide presentations can help your audience understand key statistics, pricing and product features that you can build a story around.

- A well-structured sales deck should enable you to draw on your personal knowledge and provide more information tailored to the potential customers and stakeholders you are presenting to.

Even great sales materials need to be complemented by your team's best sales strategies to close the deal.

Table of Contents

The Chapters to Cover in Your Investor Deck.

01

Cover | **Tips & Tricks**

The Cover Page.

GOAL The goal of the cover page is to grab your customer's attention and make them **curious** about your product.

Tips & Tricks	Common Pitfalls
Make sure your cover page has an appealing design and interesting tagline. **The cover page should include:** ● Your company logo ● Your company name ● Your company tagline (a good tagline makes it clear what your company does) ● A background that is relevant to your company.	● **Sloppy designs** that immediately put customers off. ● **Tag lines** that don't help the customer understand what your company does.

Cover | **Template**

Your company **logo** or **logotype**

Your company **tagline**

Your company **name**

02

Product | **Tips & Tricks**

The Product Chapter.

GOAL The goal of this chapter is to convince the customer that the current approach you are taking to execute on your solution is **logical** and **target-oriented**.

Tips & Tricks	Common Pitfalls
• Describe your product and how it fits with the solution you envision to the problem you identified. • Your product likely doesn't encompass the entire solution yet as your product is still early-stage. • Create compelling UI screens for the main user journey to create a feeling for the product, even if it is not live or fully coded yet.	• **Overpromising:** Don't make exaggerated claims about the product's capabilities. This can lead to trust issues when the product fails to deliver as promised.

Product | **Template**

Describe Your Product **in One Sentence**

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Product | **Template**

Address Your **Specifications**

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03

Why Us | **Tips & Tricks**

The 'Why Us?' Chapter.

GOAL

The goal if this chapter is to convince the customer that you are the **right team** to solve their problem and that it is the **right time** for using your solution.

Tips & Tricks	Common Pitfalls
• Explain why your solution is the best for the customer's current need and why now is the perfect time for your solution. • Make sure you are specific. When customers read this slide, they should think: "No one else can solve this problem as well as this company."	• **Avoid General statements:** We see many founders citing reasons that have little to nothing to do with their problem, solution or value proposition.

Why Now | **Template**

Describe Why Us **in One Sentence**

EWOR Tip
Make it very specific to the problem you are solving and the solution you are creating

Point 1 (e.g. how large your market is)

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Point 2 (e.g. traction and growth)

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Point 3 (e.g. additional key investment attraction)

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04

Final Page | **Tips & Tricks**

The Final Page.

GOAL The goal of this page is to make it easy for the investor to get in touch with you and unambiguous who to get in touch with.

Tips & Tricks	Common Pitfalls

On your final page, include the contact details of only one of the founders.

Include the following:

- Photo (optional but helpful, especially if you have met the investor)
- Name
- Title
- Email address
- Phone number
- LinkedIn
- A background that is relevant to your company.

- **Unclear who to get in touch with:** Pick one of the people on the founder team to be the main contact person and only add their details to the final page. Ideally, this is the person, responsible for sales.

- **No way to get in touch:** Make is super easy for investors to get in touch with you.
  Don't make them google you or dig through their inboxes but add contact information to your final page.

Your company **logo** or **logotype**

Head of Sales/ Founder name

Title

✉ Email address

📞 Phone number

in LinkedIn

Attachments →

Note*

Only use the following slides if you are presenting to customers.

Don't include them in a sales proposal.

Pricing | **Tips & Tricks**

The Pricing Chapter.

G O A L

The goal of the pricing slide is to clearly and transparently communicate the cost of the product or service being offered.
This slide is crucial in providing potential customers with the information they need to make informed decisions about whether to proceed with a purchase. You can dismiss this slide for signing pilot customers.

Tips & Tricks	Common Pitfalls
• **Transparency:** Clearly outline the costs associated with the product or service. Transparency builds trust with the potential customer, as it demonstrates openness about pricing. • **Value Communication:** Connect the pricing information to the value that the product or service delivers. Help the potential customer understand why the cost is justified based on the benefits and features offered. • **Closing the Deal:** In some cases, the pricing slide serves as the final piece of information before a potential customer makes a purchasing decision. It should be presented in a way that encourages a positive response and minimizes any potential hesitation.	• **Failure to Connect Value:** If the pricing slide doesn't clearly connect the cost to the value the customer will receive, it may seem arbitrary or too high. Instead, clearly articulate the benefits and features that justify the pricing. Help the audience understand the value proposition.

Pricing | **Template**

Title

EWOR Tip
Description.

Basic

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Characteristic 1 ✅
Characteristic 2 ❌
Characteristic 3 ❌
Characteristic 4 ❌

Business

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Characteristic 1 ✅
Characteristic 2 ✅
Characteristic 3 ❌
Characteristic 4 ❌

Professional

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Characteristic 1 ✅
Characteristic 2 ✅
Characteristic 3 ❌
Characteristic 4 ✅

Enterprise

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Characteristic 1 ✅
Characteristic 2 ✅
Characteristic 3 ✅
Characteristic 4 ✅

Go-To-Market | **Tips & Tricks**

The Product Roll-Out Chapter.

GOAL The goal of this slide is to effectively display the product launch and onboarding process to the customer, generating interest, excitement and understanding about the newly introduced offering.
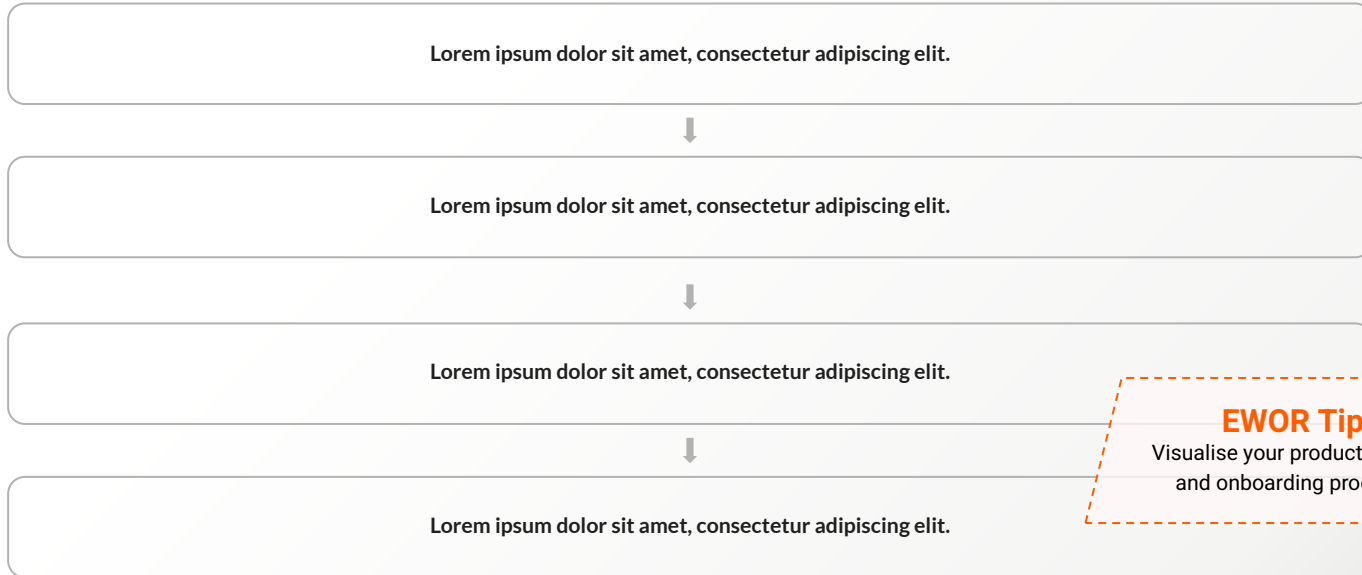
Tips & Tricks	Common Pitfalls
• Communicate any support or training resources available to customers. Assure potential customers that there will be resources in place to help them successfully adopt and use the new product. • Clearly outline the next steps for customers who are interested in the new product. Encourage potential customers to take action, whether it's pre-ordering, signing up for updates, or reaching out to the sales team for more information.	• Failing to provide clear information about the launch date, availability, and how customers can access the new product can create uncertainty. Instead, clearly communicate launch details, availability, and any relevant next steps or actions the audience should take.

Go-To-Market | **Template**

Describe Your Onboarding Strategy In **One Sentence**

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EWOR Tip
Visualise your product roll-out and onboarding process.