

# *PRESENT A TRANSFORMATIVE SOLUTION*

---

## BACKSTORY

A Boardroom Insiders customer — a technology solutions and consulting firm — was vying for the business of a F500 software company. The conversations had progressed to a presentation to the company's board of directors. Because the proposal constituted a core technology investment, the board wanted the opportunity to understand the implications, the potential and the value. Our customer needed a presentation that would deliver on all three.

## STRATEGY

Our customer used the Boardroom Insiders database to source information on all members of the board before the big presentation. He analyzed their past experience, perspective and strategic priorities and designed a presentation to resonate with the overarching goals of the organization.

## RESULT

It worked. Our customer successfully swayed the board and closed his biggest deal to date.