

The best presentations are conversations.

There's a blind spot between sales and marketing and it's costing your company more than you think.

Sales and marketing departments are investing an incredible amount of thought, time, and money in getting meetings with prospects on the calendar. The same level of attention should be put into the meetings themselves—the most critical and often most neglected part of the sales process. Unfortunately, many companies are stuck in their slide-based routines.

Conversational presenting fills the gap. By allowing presenters to adapt the order of content delivery, this method is able to address questions and concerns as they arise. Audiences are invited to steer the presentation in the direction that matters most to them, rather than having to follow a rehearsed speech.

Prezi Business was built around this concept, and has resulted in more meaningful dialogues, shorter lead qualification time, and a consistently relevant presenters. In fact, in our 2016 State of Presentations Report, **twice as many respondents reported successful outcomes*** with the Prezi approach than with slides.

* a closed deal, approved project or a secured budget

DELIVER CONTENT THAT GOES WITH THE FLOW.

Conversational presenting lets you adapt your delivery on the fly for a more relevant and engaging experience.

LET YOUR AUDIENCE STEER THE CONVERSATION.

Skip the “About Us” section and get straight to the good stuff. Your prospects have already done the research and read your reviews, so spend your time delivering content in the order they want to hear it.

BE A PRESENTER WHO'S REMEMBERED.

According to science, our brains literally “sync up” during conversations, making a conversational presentation naturally more sticky.

GO BEYOND THE MEETING.

Letting your audience choose the order of your presentation can give you a pretty good idea of what they're interested in hearing more about. Armed with this knowledge, any follow-up meetings can be just as impactful as the first.

About Prezi

Prezi is a visual storytelling software and alternative to traditional slide-based presentation formats. Prezi presentations (“prezis”) feature a map-like, schematic overview that lets users pan between topics at will, zoom in on desired details, and pull back to reveal context.

This freedom of movement enables “**conversational presenting**,” a concept pioneered by the company. In conversational presenting, presentations are controlled by the flow of dialogue instead of vice-versa—a subtle but groundbreaking shift in presentation thinking.

Founded in 2009, and with offices in San Francisco, Budapest, and Mexico City, Prezi now fosters a community of over 75 million users with over 260 million prezis around the world.

The company’s newest offering, **Prezi Business**, adds a suite of creation, collaboration, and analytics tools designed for teams.

Learn more by visiting www.prezi.com