



**PROFESSIONAL**  
PRESENTATION SERVICES

## Professional Presentation Content Selection Cheat Sheet

<b>Approx. Time</b>	<b>High Priority Content</b> <i>(must include)</i>	<b>Approx. Time</b>	<b>Order of Priority</b>	<b>Midrange Content</b> <i>(might be useful to the audience)</i>	<b>Low Value Content</b> <i>(comfortably exclude)</i>
4 – 4.5 minutes	<ul style="list-style-type: none"><li>• Issues with current service model<ul style="list-style-type: none"><li>◦ Delays</li><li>◦ Bottleneck trend</li></ul></li></ul>		<b>1</b>	<ul style="list-style-type: none"><li>• Issues with previous service model</li></ul>	
3.5 minutes	<ul style="list-style-type: none"><li>• Current U.S. and Canadian market trends</li><li>• Lead competitor service model</li></ul>		<b>2</b>	<ul style="list-style-type: none"><li>• Current market trends overseas</li></ul>	