

Hello,
you good
thing



THANKS FOR POPPING BY

I hear you have a problem

I need to be
better at making
presentations

I want to be better at
**pitching and
presenting**

I don't know what
my brand should
look and act like

I have disjointed comms
and need to
**streamline my
messaging**



CLARIFY | CONNECT | COMPEL

Sound familiar?

Don't worry, you're not alone.

These problems are so common, we've
made a business out of solving them for

ambitious leaders and teams

OPTUS



ANZ



Westpac



Navia



Your logo
belongs here

Are you a mover & shaker

READY TO MOVE THE NEEDLE?



HOW WE CAN SUPPORT YOU

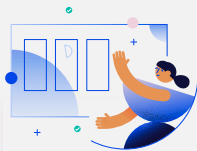
It's tricky to work without the right tools and skills

Trust the professionals to help you save time, get clarity, upskill your team and **compel your audience.**



MAKING PRESENTATIONS

Empower your team with the technical and creative know-how to develop inspiring, strategic presentations.



PITCHING & PRESENTING

Improve your confidence when presenting and deliver strategic, story-led presentations to win over your audience.



BRAND EXPERIENCE

Build a strong brand foundation and make memorable content with a visual and verbal toolkit.

Why Persuaders?

We're the perfect blend of a
Corporate Comms Consultancy
& Creative Agency

What does that mean?

We're masters in telling powerfully persuasive stories and relaying key messages in ways that resonate with audiences.

**More importantly,
we'll help you do the same.**

Customer Experience

Dive deep into your customers' actions and expectations for your organisation.

We'll map out your current customer journey and identify moments of friction, confusion, and drop-out. Using elements UX and Design Thinking, we'll help you step into the shoes of your customer and identify the needs, wants and desires that drive them to purchase, or not, so you can improve their experience at every touchpoint.



It has given us a better understanding of the customer profiles, the customer journey, our customer's needs and their drivers.

MARKETING LEADER
ANZ BANK

Workshop Outcomes



Insights

About your customers from across the business.



Journey Mapping

Identify key touchpoints and map out your customer journey, so you can clearly see where you need to improve.



Tools

Build empathy maps and decipher customer psychographics.



Opportunities

Identify opportunities and how to approach them.

\$9,970^{+GST}

Full Day Workshop UP
TO 12 PEOPLE
ONLINE OR
IN-PERSON

WHO THIS IS PERFECT FOR:

- **Companies** that want a better understanding of their customers
- **Sales & Marketing Teams** who need to use direct messaging tactics and refine their strategy
- **Startups and SMEs** that need to provide detailed audience information to investors



Level Up with Persuaders

Tailored to your company



Sessions are **customised** to meet specific requirements and skill levels of your team.

Advanced presentations skills



Learn **professional skills** to improve the way your business communications are developed, designed and delivered.

Learn from experts



Sessions are led by **world-class facilitators** with a wealth of experience, and we'll carefully select the coach(es) we think are the best fit for your company.

Real-time feedback



Work through specific challenges, practice and receive **real-time feedback** from industry experts.



What happens now?

It's as simple as:

1. Call (02) 8985 9499 or email hello@persuaders.co to find out more about the courses.
2. Let's find a solution that works for you.
3. You'll receive a quote for the official sign off and we'll kick off your Persuader Training!

