

MGS 351 Presentation Guidelines

Group Role:

The **Proposal Presentation** is the first step of the consulting process. The proposal presentation is essentially a sales pitch, which explains the short time-frame for the presentation. Thus, the perspective your group should take when presenting is for the presentation to be a **persuasive sales pitch** to the company you built the database for and why they should pick your database as opposed to another consulting group's database.

The **Prototype Presentation** is the second step of the consulting process. Your group has been hired as external consultants by the company you chose to create a database for because their current system/lack of system is not a suitable way for them to operate their business. This presentation serves the purpose of providing your client with an update on their database. This presentation demonstrates the unique features that an access database provides. The presentation should demonstrate your in-depth knowledge of the company's problem and should discuss in detail how this database provides business value to the organization. Essentially, you want to reassure the organization that they made the right choice in hiring you as their consultants.

The **Final Presentation** is the last step of the consulting process. This presentation focuses on the creation of your salesforce app, which serves as an alternative option for the organization. You will present this second database option, as you will again discuss in detail how this app solves the issues with their current system. At the conclusion of this presentation, your consulting team should make a recommendation to the organization. Your recommendation will be either the Salesforce App you have created or the Access Database, and your recommendation should be made after you have determined which database better suits their needs.

Audience: The rest of the class watching your presentation is the company you are selling your product to. Convince them why they should buy it.

Proposal Presentation Structure: 3-minutes, (Use of PowerPoint is not permitted)

- 1.) Introduce your consulting group
 - Establish a name for your consulting group
 - Introduce each member of the group
- 2.) Discuss the background of the company
 - Briefly describe the company
 - Describe the system that the company current has in place and the purpose that it serves
- 3.) Re-iterate to the company the original problem that they are hiring a consulting firm to fix
 - Provide a detailed explanation of the problem and the flaws of their current system
 - Provide examples of their current system failures, and why these failures are an issue for the company
- 4.) State how building your database will solve their problem
 - Provide examples of how this is going to be better than using their current system, and how your solution is the "best" option in comparison to other potential solutions
 - Essentially, describe your proposed solution
- 5.) Summarize & Conclude
 - Describe how your database provides **business value** to the company
 - Mention what **valuable** reports management may reference with your proposed database

Prototype Presentation: 6-8 minutes, (Use of PowerPoint is optional)

- 1.) Briefly re-Introduce your consulting group
 - Introduce each member of the group
- 2.) Re-iterate to the company the original problem that they hired your consulting firm to fix
 - Provide a detailed explanation of the problem
 - Provide examples of their current system failures
- 3.) State how your database solved their problem
 - Provide examples of how this is going to be better than using their current system
 - Essentially, demonstrate your solution and the discuss the value it provides

DO	DO NOT
• Compare & contrast old system to new • Emphasize the ease of use • Use switchboard to navigate database • Show most impressive features	• Show every table built • Show every report created • Show the ERD relationships

- 4.) Summarize & Conclude
 - Describe how your database provides **business value** to the company

Final Presentation Structure: 6-8 minutes, (Use of PowerPoint is optional)

- 1.) Re-Introduce your consulting group
 - Introduce each member of the group

DO	DO NOT
• Open App from website • Open PowerPoint from website (optional) • Mention that website contains more info on each member of the team	• Say this is our consulting website, it's already known • Click through every section of website, your TA will grade this

- 2.) State how building your App will solve their problem
 - Provide examples of how this is going to be better than using the old system
 - Essentially, demonstrate your solution and the value it provides

DO	DO NOT
• Compare & contrast old system to new • Emphasize the ease of use • Show most impressive features	• Open objects created • Show every report created • Show the Schema Builder

- 3.) Summarize & Conclude
 - Describe how your App provides **business value** to the company
 - Provide recommendation based on the needs of the company (Choose Salesforce or Access)

Presentation Etiquette:

- Business casual
- Be professional! Present as if you were presenting to a future employer
- Practice & rehearse your presentation with your group
- May not use notes