

Executive Summary

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1. **Benefits**

- a. **State** your benefit by acknowledging your customers' needs—this grabs their attention.
- b. **Prove** your statement, by giving your customers several references (examples of past performance, clients, case studies, white papers, and so on).
- c. **Apply** your benefit to your customers, by unveiling the real value that not only the customer but also the entire organization can get out of your offer. Use representation (numbers, facts, percentages, references, studies) instead of marketing puffery or commercial fluff.

2. **Action.**

3. **Recommendation**

4. **Conclusion**

