

Cake or Worm?





If a potential customer has made time to meet you, this means they have a problem to solve or a project in mind.

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They expect that you are not simply coming to tell them what you do, but that you have put some real thought into how you are going to help them solve their problem

Andrew Keogh

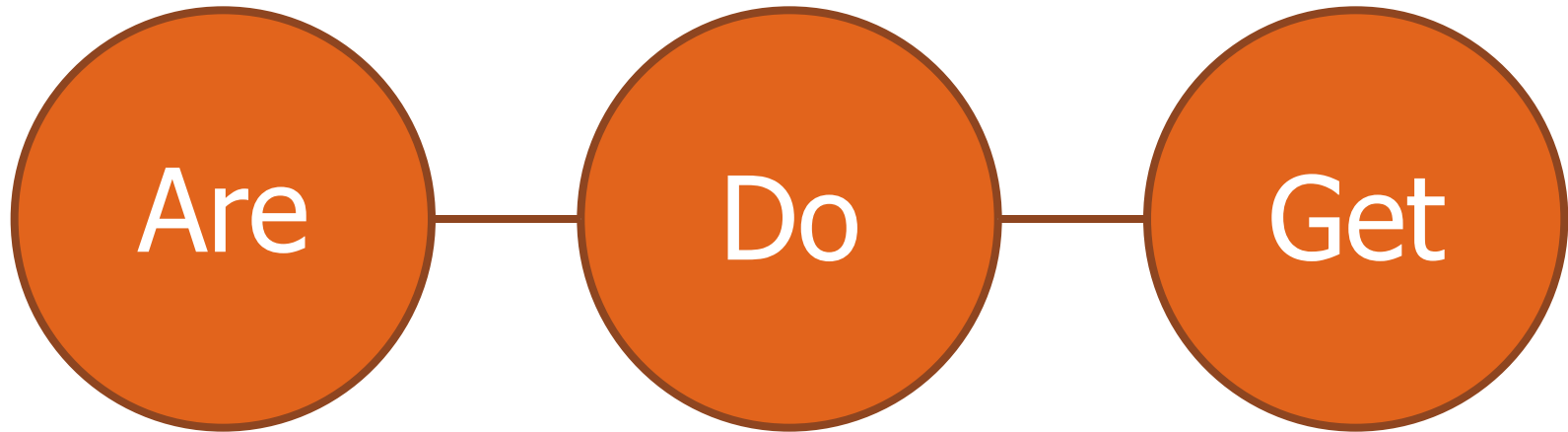


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‘The Value vs. Money Conversation’

'The Basics'

The Basics: *Preparation*



- Situation Appraisal
- Objectives
- Measure of Success
- Value to Client

The Proposal: *Solution*



- Understand better than anybody else
- Delivered many times before

The Proposal: *Delivery*



- Situation Appraisal
- Objectives
- Measure of Success
- Value to Client



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‘The Value vs. Money Conversation’

It's unwise to pay too much
But it's worse to pay too little.
When you pay too much,
you lose a little money - that is all.

When you pay too little,
you sometimes lose everything,
because the thing you bought
was incapable of doing the thing
it was bought to do.

John Ruskin, protagonist for new commercial ethics, 1819-1900

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