



Financing Structures

Client: Yorkshire Bank PLC

BACKGROUND

Financial Services organisations are increasingly looking for ways to differentiate themselves from the competition.

One such company is Yorkshire Bank, who recently commissioned Walnut Media to develop a presentation to help win contracts funding major UK property development projects.

THE CHALLENGE

“The contracts we’re pitching for are extremely demanding from a funding point of view.” explains Gary Lumby, Head of Business Financial Services for Yorkshire Bank. “We needed a way of showing the multi-faceted nature of our approach. It’s not just about price, our clients want to know how we make our solutions fit the needs of the individual project.”

The original sales presentation was saturated in conceptual detail. Yorkshire Bank wanted to freshen up the image it was projecting to its audience.

THE SOLUTION

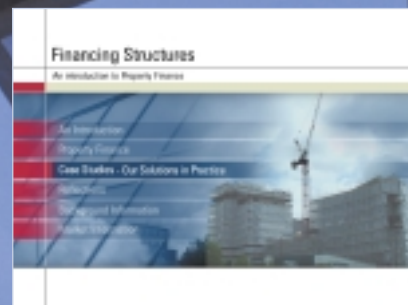
Initially, workshops were held with members of the property finance team. These provided an opportunity to review the bank’s existing presentations. Walnut Media used contributions from team members to develop a series of differentiating statements, clarifying the bank’s pitch.

The completed Showsuite presentation draws together the evidence needed to support the core sales message. A three day shoot across England and Wales provided the video and still images for the presentation.

Featured projects were chosen for their unique characteristics, demonstrating how the bank created a financing structure to meet specific needs.

Each project case study includes an overview of the development as well as interviews with the bank’s clients. These short video clips are integrated with rich corporate graphics and delivered using Showsuite’s software platform.

The script framework Walnut Media has developed also helps presenters achieve consistent presentations. Presenter support information and guidance on presentation technology completes the end to end solution.



Workshops help to focus the bank’s sales message.

THE PROJECT IN BRIEF

- Sector: **Financial Services**
- Application: **Sales Presentation**
- Presentation Audience: **Major Property Developers**
- Rollout: **January 2004**

THE BENEFITS

Walnut Media has considerable experience working for clients in the Financial Services sector. The relationship with Yorkshire Bank has been a lasting one.

As a result, the presentation solution is based on a firm understanding of the business and its sales environment.

“What really attracted us to Showsuite was the ability to incorporate high quality video clips into our presentations.” explains Lumby.

“The client testimonials provide an external point of view that adds credibility to our pitch. They also help to show the complexity of projects we have financed, which is difficult to do in words alone.”

Often, sales meetings are conducted in two parts - a formal introductory presentation by the bank followed by an open discussion.

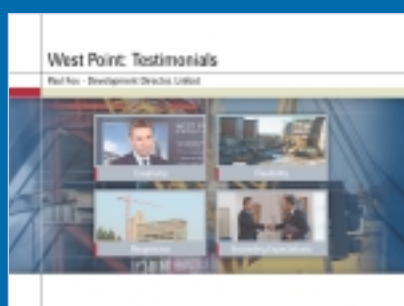
With Showsuite, presenters can easily address client questions by interactively calling up evidence to support their verbal response.



Showsuite's menus enable information to be called up interactively.



Showing the national presence of Yorkshire Bank activities.



Video menus add visual impact to the presentation.



Showsuite's support notes help to align presentations across the team.



ABOUT SHOWSUITE

Showsuite is a complete presentation design and production service from Walnut Media.

Whatever your objectives, we can produce a presentation that gets your message across with style.

We have also developed our Showsuite software platform, enabling presenters to deliver the rich presentation support we create from a modern laptop.

Showsuite's software platform offers a number of benefits including high quality video playback and flexible presentation options.

SUMMARY BENEFITS

- Client testimonials add an external perspective to the presentation
- Modern video techniques enable cost effective shooting and editing of clips
- Presenter Support information aligns presentations across the sales team
- Extended controls allow presenters to access content interactively
- Pitch specific presentations can be added using PowerPoint
- The complete solution includes advice on laptop and AV facilities

MEASURING SUCCESS

The completed Showsuite presentation reflects Yorkshire Bank's professional, relationship based approach to Property Finance.

The high frequency of presentations coupled with the high value of contracts the bank is pitching for justifies the investment in Walnut Media's solution.

Presenters now have the resources they need to deliver a persuasive argument for the bank's services. They can engage their audience and close the deals that will fuel the growth of their organisation.

For more information about this project, contact Geoff Penn on 08707 427070.