

Virtual Interviews are Here to Stay! Presentation Strategies to get YOU to the WIN

So, you're perfectly positioned for a project, have made it to the shortlist, and are tasked with developing your firm's virtual interview. For most A/E/C firms, interviewing face-to-face is challenging enough; throw cameras, wall monitors, and teleconferencing technology into the mix and ... now what?

Elevate Marketing Advisors can coach your team to develop tactics, strategies, and skills to secure the win in a virtual environment. Our team of industry veterans has translated in-person interviewing to the virtual world and will teach you to connect with the selection committee, demonstrate your value, and earn trust - all while showcasing your firm's experience and expertise.

Current conversations with A/E/C client owners around the country indicate a likely long-term shift to virtual project interviews. In fact, the shift has been so positive, many owners are permanently considering this approach in lieu of face-to-face presentations.

When it comes to creating a championship interview team, the primary goal is connection – not perfection. But, connecting virtually is challenging.

Winning presentation teams employ a structured and strategic process that conveys technical acumen and client-specific content while creating moments of insight into the personalities and unique characteristics of team members. But they must also consider the nuances of presenting in a virtual environment – lighting, projection, backgrounds, engagement, and more.

Using a real pursuit opportunity, attendees work in groups to create a client capture plan, win strategy, storyboard, visuals for the virtual environment, choreography for seamless transitions, and learn specific techniques to help them connect to clients. Teams then compete in mock presentations and Q&A with a mock client panel culminating in a project award to the championship team.

This program takes place over the course of four, five, two-hour sessions with teams working on assignments in between. Instructors schedule a rehearsal with each team after the last session, prior to presentations that are conducted in one to two sessions depending on the number of participants.

(Be sure to ask Elevate about our project-specific interview coaching!)

ABOUT ELEVATE MARKETING ADVISORS

Elevate Marketing Advisors develops marketing and business development campaigns to invigorate your brand, differentiate your firm, and drive business to your bottom line so you stay focused on design and delivery of your discipline.

We are driven to help people and firms realize their beyond through relationship, advocacy, and an elevated client experience. We do this through a daily commitment to our guiding principles:

- Embrace Authenticity
- Reject Mediocrity
- Invest in Relationships
- Deliver with Intention
- Have Fun and Kick Ass!



Meet Your Virtual Training Team

JEN NEWMAN, FSMPS, CPSM

Jen draws from her 20+ years of A/E/C industry experience to help firms grow their people and profits. As Elevate's official "Energizer Bunny", Jen understands that the best results come from engagement during training and draws from real-life examples and storytelling to convey tactics and principles that allow for immediate and actionable skills to be put to use. And, she does all of this while creating an environment that is supportive and just plain fun!



DOUG PARKER, FSMPS, CPSM

As a closet introvert, Doug often uses himself as an example to technical staff that building successful presentation skills can be learned and put to practice. He draws from his 20+ years of experience in professional services firm marketing and management to help firms build win strategies while coaching team members to rely on their personal style and strengths to connect during presentations.

DENA WYATT

Dena is nationally known for her straight-forward presentation coaching techniques. Her goal is to empower her clients to achieve their objectives and master the skills they need to WIN! She is a former Dale Carnegie instructor and trainer and has more than 25 years of experience in the A/E/C and speaking industries. Dena has literally re-written the rulebook when it comes to presentation training. She thrives on transforming teams – through both virtual and in-person coaching – to build strategies to win more work.



JOY GUINN, FSMPS CPSM

Throughout her career, Joy has developed and implemented strategies to help countless firms win work. As a regular presenter herself, having crafted and delivered more than 100 presentations for a variety of audiences, she has unique insight she brings to technical teams preparing for project pursuit presentations.



Elevate Marketing Advisors provided our firm invaluable guidance when preparing for our first virtual interview. I'm confident in saying that their support elevated our team to finish 1st overall competing against three Top 16 and two Top 68 ENR Top 500 Design Firms."

JAMES C. BISHOFF, PE

Principal/Co-Founder
J2 Engineering



The support we gained from our coaching sessions from Elevate Marketing Advisors helped us seamlessly transition from in person presentations to successful GoToMeetings presentations. The advice and recommendations gave us the tools to take our virtual presentations to the next level. Their coaching played an important part in helping us win the contract. Our team highly recommends Elevate Marketing Advisors."

TUSHAR AWAR, PE

Principal/Vice President
Gorove Slade



VIRTUAL TRAINING

CREATING A CHAMPIONSHIP VIRTUAL INTERVIEW TEAM



EACH SESSION IS 2 HOURS

01

LESSONS

1 CREATE CAPTURE PLAN

- › Create a client capture plan for identified client

02

LESSONS

1 PREPARATION

2 STRATEGY

- › Win theme
- › Differentiators
- › Challenge/Solution/Benefit/Proof

HOMEWORK

1 PREPARATION

- › Create a schedule and logistics plan

2 STRATEGY

- › Develop your strategy (win theme with 3 differentiators and 3 challenges with solutions, benefits, and proof)

03

LESSONS

1 STORYBOARD

- › TINY (their interest, not yours)
- › Client-focused opening
- › Introductions that connect
- › The hook
- › Creating moments of engagement
- › Closing with power

HOMEWORK

1 STORYBOARD

- › Create a full storyboard
- › Create a client-focused opening
- › Develop an intro that connects
- › Develop the hook
- › Infuse moments of engagement with your audience
- › Develop a memorable closing

04

LESSONS

1 VISUALS

- › Visuals for virtual interviews

2 CHOREOGRAPHY

- › Choreography for virtual interviews – how to transition

HOMEWORK

1 VISUALS

- › Create visuals for the virtual interview

2 CHOREOGRAPHY

- › Develop choreography for the virtual interview

05

LESSONS

1 SPEAKING SKILLS

2 CONNECTIONS

- › Creating a connection in a virtual environment

3 Q&A

4 PRACTICE

HOMEWORK

1 PREPARATION

- › Rehearse the presentation for the virtual interview

2 Q&A

- › Develop a list of potential Q&A questions
- › Rehearse Q&A

06

Each team presents for 20 minutes plus 10-min. Q&A session

- › Final presentations done in one or two sessions depending on number of teams