

First-Call Deck Template

A strategic narrative, not a feature pitch.

SELLER-ONLY — HOW TO USE THIS	
Purpose	<i>[the business outcome this deck builds toward]</i>
Deal stage	<i>first meeting / early evaluation — not a late-stage closer</i>
Buyer type it lands with	<i>technical / economic (C-suite) / champion — usually mixed in the room</i>
Talk track cue	<i>"[opening line for the meeting]"</i>
Objection it addresses	<i>[the pushback this heads off before it's asked]</i>
Pairs with	<i>[related data sheet / case study]</i>

Slide by Slide

Title convention: "[Partner] × [Your Company]: [outcome headline]" — reused across accounts; add "for [Company]" only when personalizing. Middle column is what's on the slide; right two columns are seller-only — delete before sending.

SLIDE	WHAT'S ON IT	TALK TRACK / SELLER NOTE	SKIP IF...
1. Title	Partner + your company branding; customer name if personalized	Confirm names/roles in the room before advancing	Never
2. The shift why change	The change in the customer's world right now — market, regulatory, technology. Their reality, not our product.	"Here's what's changing in [industry] right now..."	Never — sets the stakes
3. Winners & losers why now	How the shift is already separating who's ahead from who's falling behind	Name a peer who's ahead — stay diplomatic if sensitive	Purely technical audience
4. The promised land	Where the customer needs to get to, described as their outcome	"Here's what good looks like once you're through this"	Never
5. What's in the way	The real obstacles between here and there	"So what's actually stopping most companies from getting there?"	Never
6. Why [Partner]	2–3 capabilities, each tied to removing an obstacle named in slide 5	Lead with the obstacle it removes, not the feature	Never
7. Why [Your Company]	The delivery answer to "why us" — delivery model, [Partner] depth, track record	Technical buyers want delivery specifics; economic buyers want track record	Known, trusted incumbent

8. Proof	1–2 case highlights showing someone else already made the trip	"Let me show you who's already done this"	No case study yet — flag the gap
9. Working together	Phases, rough timeline shape — not a full SOW	"Here's roughly how this goes if we move forward"	Purely exploratory call
10. Next step	One clear ask	One ask, not three	Never

Buyer-type tailoring — slides 2, 6, and 7

BUYER IN THE ROOM	EMPHASIZE	DE-EMPHASIZE
Technical buyer	Architecture, integration, security, delivery model	ROI math
Economic buyer (often C-suite)	ROI, payback period, risk reduction, track record	Implementation detail
Champion	Internal-selling ammo, quick wins, peer proof	Deep technical/financial detail

GUIDANCE

Slides 2–5 work even with slides 6–7 blank — if a customer is nodding along by slide 5, the deck is doing its job. Slides 6 and 7 answer two different questions ("why this platform" vs. "why this implementer") — don't collapse them, even under time pressure; cut slide 9 first if the meeting is short.