

Preparing your company for a smooth interview



Have you been successful in making the shortlist, but fall short of the actual project win? Many firms spend their precious time in front of a selection committee focusing on the wrong information.

MARKETLINK can assist you with presentation and interview coaching that will increase your capture rate. We assist with specific interview strategies and even provide general public speaking training for all of your staff members.

## Services

- **Presentation Positioning**
- **Presentation Strategy and Review**
- **Presentation Production and Graphic Enhancements**
- **Presentation Strategy, Development and Coaching**
- **Public Speaking Training and Coaching**
- **Teaming**

## Case Study

MARKETLINK provided a presentation and interview coaching session for project managers of an international civil engineering firm. This coaching guided the inexperienced public speakers through the process of delivering a project capture interview. After several weeks of training sessions, the project managers were given the opportunity to present their newfound public speaking skills. MARKETLINK provided a mock selection committee and videotaped the participants as they made their presentations.

**LINK TO SUCCESS:** As the participants watched their peers as well as their own interview delivery, they were able to correct mistakes and make adjustments to improve their presentation. MARKETLINK received follow-up thank you emails from participants expressing the value they gained from the hands-on assistance.