

NEWSLETTER

CompuTrail, Inc. - The Path to Efficiency & Control

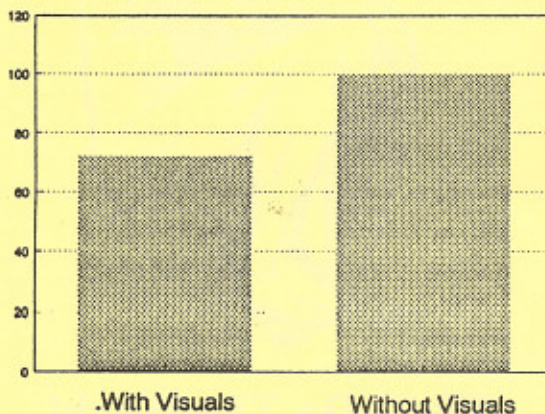
Put Your Best Look Forward

Capturing new business contracts in today's competitive high-tech environment may mean adding graphics or visuals to your proposals.

Two significant pieces of research verify what many businesses are discovering through the sad experience of losing a contract to a competitor's dressier proposal. Even government contracts are being lost because of the "grey" look.

- The University of Minnesota reports that the use of visuals makes communication 43 percent more effective than words alone.
- The Wharton School of Business discovered that the use of graphics or visuals reduces time spent in meetings by 28 percent.

Time Spent in Meetings



Written proposals that use larger type, bullets, and bold-faced type take away from the "grey" look. Graphs, charts and line drawings make the ideas more understandable. Voila! **Instant communication.**

Boring, time-wasting meetings can be reduced to shorter timespans. Sales calls can reach closure faster, quicker and more successfully.

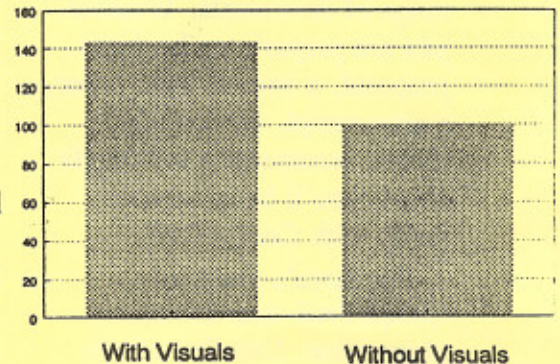
Create visually attractive materials by adding charts or simple design elements to your written proposals. Among chart choices are the traditional bar, line and pie shapes which can be enhanced with computer-generated 3-D effects.

Even simple elements can be impressive when chosen with care—small headlines, boxes or a single ornament such as an asterisk, check mark or bullet.

Caution: Keep your creation simple. Understated elegance says more than a hodge-podge of bullets, capital letters or too many type styles.

One secret is to allow lots of white space to surround your design elements.

Effectiveness Of Communications



Visuals for an overhead or slide presentation may cover the same material as a handout, but must be much larger.

If words alone are more appropriate than illustrations, remember the rule of six.

- Keep a line of words to a maximum of six words.
- Keep the number of lines to a maximum of six lines.

The rule of six evolves because average people readily understand a concept expressed in five to seven words. Give them more than that, and you may confuse your readers/listeners or, worse yet, lose their attention.

Fill in the details on your handouts. Your listeners will turn into careful readers later when they have time to study the additional facts that supplement the concepts presented on your overhead transparency.