

# Better investor presentations

Be more persuasive when talking to LPs



**In private equity LPs are expecting more. You need to communicate with them more often, you need to be more transparent and you need to be clearer about how you are performing. To help existing and prospective LPs better appreciate your value (and to help your investee companies), make sure your presentations and communications are of the highest standard.**

## Who Is This For?

When looking for investment, you want to make just the right impression in your pitch meetings, so that the LP looks forward to learning more and seeing you again.

Once you have investment, your annual investor days need to reassure and inform LPs, so that you continue to get their support, through hard times as well as the good.

Your investee companies need to be on top form when they are raising finance or being sold. You want potential investors to be excited about the business's prospects and to be clear that you have the right management team.

## What Services For Private Equity?

Private Equity firms use us to:

- Prepare teams before fund-raising
- Help get ready for annual investor days
- Prepare management teams of investee companies pre-disposal or financing
- Rehearse before conferences, speeches and media interviews

Focused on delivering high quality financial communications, our team helps you craft the story, the presentation as well and polishing your delivery style.

A key success factor in any presentation is confidence. Confidence in your presenting team and in your documents boosts confidence in your audience. Our training makes sure you achieve this.

## What Makes Us Different

You want to see a high return on your investment from any service like this. We deliver value with:

- 1) Expert trainers with solid understanding of PE
- 2) Programmes tailored for you
- 3) Practical no-nonsense approach
- 4) Immediate and long lasting benefits.

That's why the leading companies call upon our services.

## Who is Benjamin Ball Associates?

Benjamin Ball Associates is a team of presentation experts, speech writers and trainers. Leading companies use Benjamin Ball Associates to improve their pitches, presentations, and persuasive skills.

This is because of the value we add and our expertise in creating compelling presentations and confident performances.

The team, who have worked with many of the leading PE companies, includes senior executives with many years of business experience.

## Call Now to Discuss Your Needs

Your training is tailored to your exact business needs. No two assignments are the same. Whether you need a single intensive half-day for one person or a long-running international training programme for the team, we can help.

We work where and when you need us.

Call Sarah, Ben or Louise to discuss how we can help you.

## What Our Clients Say

**“ Contributed directly to new business ”**  
Michelle Elstein, Olswang LLP

**“ Moved presentation into a different league ”**  
Liz Warner, Betty TV

**“ The new presentation properly represents the professional institutional quality of our fund. It is now much easier to explain what we do and why you might want to invest ”**  
Erwin de Klein, Saemor Capital

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Our clients include

Deutsche Bank



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