

How to improve your investor meetings

Make a lasting impression with LPs



You have a short time to make a lasting impression with LPs. Getting it right is essential. That's why the best GP teams prepare themselves with expert presentation coaching.

What is the value of presentation coaching?

By using experts to polish your investment presentations and marketing materials you improve the impact you make. You want to create more than 'a good impression'. LPs must be certain that you have the right team with the right strategy; confident they could partner with you for the next 10 years.

During due diligence, you need to be prepared for the toughest questions. All the team must give a consistent and robust story.

PE firms use us to improve their pitches, presentations and persuasive skills. This is because of the value we add and our expertise in helping create productive investor meetings.

How specifically does BBA help PE firms?

There are, typically, three jobs we do with PE firms:

1. Review and refine how the team tells its story
2. Prepare for different types of investor meeting
3. Get the wider team ready for tough DD questions

Our team helps refine the investment story, improve the materials as well as polishing how the team interacts in any meeting.

Some of the questions we help answer include:

- What makes this fund special?
- What will really appeal to investors?
- How well does the pitch start and end?
- How engaged do you make an LP feel?
- Does it look like a team that works well together?
- Does it all sound convincing?

As a result of our work, teams look impressive, feel more confident and persuade more LPs.

Why use dedicated experts for this?

You get a high return on your investment because of:

1. Expert coaches with solid understanding of PE
2. Tailored, fast, effective work
3. Practical no-nonsense approach
4. Immediate and long lasting results

That's why leading firms use us.

Who is Benjamin Ball Associates?

BBA helps firms create and deliver better financial presentations, whether in fundraisings, disposals or investor reporting. Our global clients are both quoted and unquoted.

The team works with leading corporations and asset managers across industries and strategies. The team includes senior executives from the worlds of corporate finance, financial PR and fund management.

What does it cost?

Our services are flexible and offer great value for money. We agree a consultancy fee that makes it easy for you to budget. Assignments can cost as little as £3,000.

What do clients say?

“ **Moved our investor presentation into a different league** ”

“ **The new presentation properly represents the professional institutional quality of our fund. It's now much easier to explain what we do and why you might want to invest** ”

“ **You address 95% of the issues in a quarter of the time of your competitor** ”

Call us today

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