

# So, you are going to meet some City analysts...

**Top tips to make the most of an important opportunity**

*Pitch, present & persuade*



# Ten common mistakes in an analyst meeting

Whether it is your first meeting or your twentieth, you need to be prepared. Each meeting is an opportunity to improve investor perceptions. These are the usual mistakes others make:

## Mistakes

### 1. Not explaining the basics

The analyst may have forgotten exactly what you do, or may not quite understand your business.



### 2. Over-reliance on "presentations"

**YOU** are the presentation. Learn how to create and use visual aids that impress.



### 3. Not focusing on the analysts

Learn how analysts work and how you can help them do their jobs even better.



### 4. Too much detail

Give enough information, but not too much. Make it easy for them.



### 5. Evasive or rambling answers

Short, sharp answers with a strong message is what you need.



### 6. Too much focus on the past

In the City, the past is discounted. They want to know what could happen next.



### 7. Inconsistent

What did you say last time? What questions did they ask? Start there.



### 8. One way chat

Make it an interesting dialogue. Ask their opinions. Share their concerns.



### 9. Unenthusiastic performance

Get trained to sound exciting – it's not hard.



### 10. Lack of practice

Like an athlete, do all the hard work before the big day. Use outsiders to coach and perfect your performance.



# Analyst preparation – step by step

Our simple rigorous method for preparing, perfected over the years, means that our clients deliver confident and compelling performances. This helps them get better analyst coverage. The highlights include:

Best Practice

## 1. Are you clear on your message?

One simple clear message for investors is worth ten confused ones.



## 2. Do you really know your audience?

What is important to them now? What do they expect to hear from you? What are their concerns?



## 3. What is your elevator pitch?

If you can summarise your talk in 30 seconds then you are more likely to have a powerful presentation.



## 4. Do you have interesting stories?

Use real-life examples to tell your story. Make it come alive. Edit, edit, edit until your story is tight and interesting.



## 5. Do you know what was asked last time?

Find what questions were asked, and what answers given. Show you care about what they think. Ask them questions.



## 6. What questions could they ask you?

Identify all the tough questions. And practice your answers. Learn techniques for handling the unexpected.



## 7. Am I allowed to say that?

Be clear on guidance. Learn tricks to be helpful when you can't say anything.



## 8. Have you rehearsed properly?

Only with practice can you know you have got it right. Practice with experts and use video feedback. Be the best.



# How to improve your analyst meetings

Talk to us.

We help senior executives look and sound better when presenting to analysts and investors.

If you want experts to help you understand what analysts need, review your presentation, refine your messages, improve your materials and coach your performance to help you be confident and impressive, then we can help.

Our expertise has been demonstrated by our work with leaders from small and large quoted companies and their financial PR agencies throughout Europe. See our client list at [www.benjaminball.com/clients](http://www.benjaminball.com/clients)

We can help you prepare for your meeting, refine your presentation, practise the tough questions and create interesting visual aids. We rehearse you fully.

## CALL US BEFORE YOUR NEXT ANALYST MEETING

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