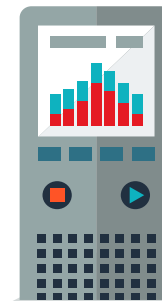
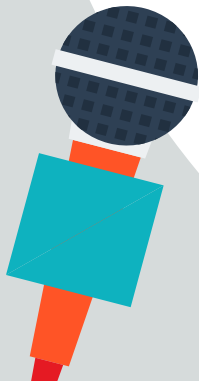


CONTROLLING YOUR INTERVIEW

5 STRATEGIES

TO ENSURE YOUR MESSAGES ARE HEARD


SUNSTARSTRATEGIC®
energizing growth since 1990



STRATEGY #1: KEEP IT SIMPLE

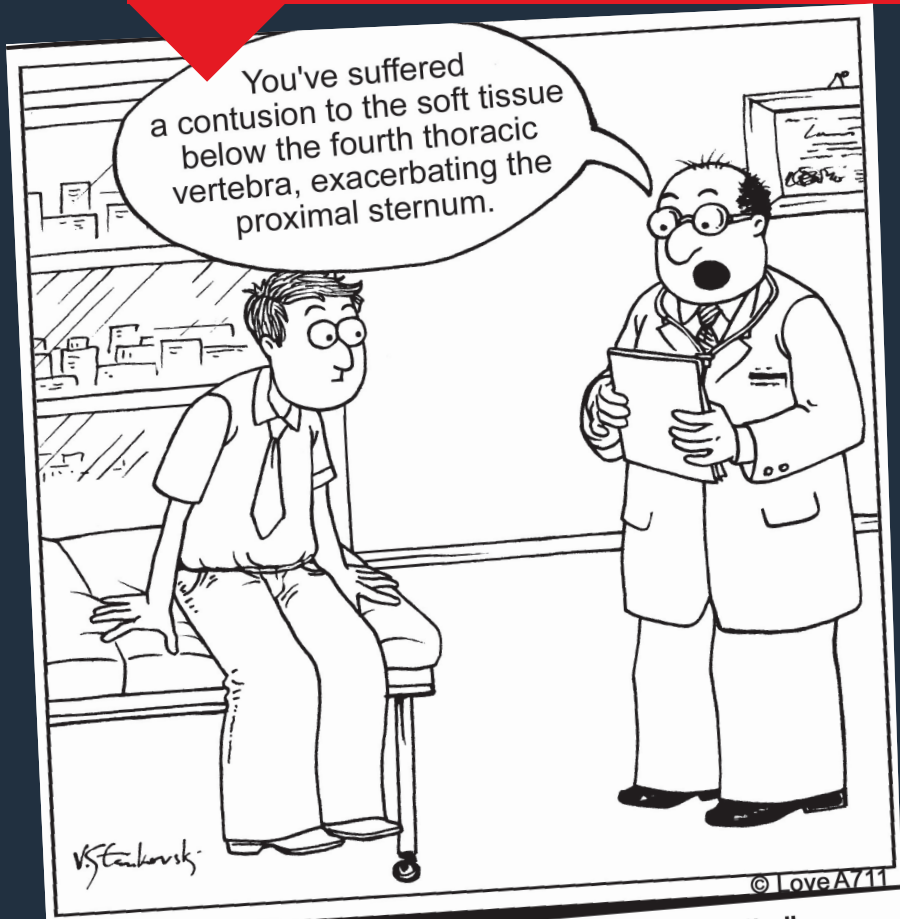


Know what you want to say

Keep answers short

Keep answers easy to understand

STRATEGY #2: AVOID JARGON



Translation: "You have a bruised rib."

Avoid jargon, acronyms, & technical language.

For your company and products, think about jargon you use today, and what alternatives there may be:

Don't say _____

Say _____

Don't say _____

Say _____

Don't say _____

Say _____

STRATEGY #3: DON'T TELL, SELL

It is easy to tell,
but you need to sell...

TELL

Educate
Get NAME out
Build brand
Sound smart

SELL

Persuade
Get STORY out
Attract investors
Be consistent

...or do a little
of *each*.



TELLING

To our right is a massive body of floating ice that has broken away from a glacier or ice field in the polar sea. Most of an iceberg lies underwater, but because ice is not as dense as water, about 10% of it remains above the surface. Icebergs are classified by shape and size. The terms blocky, pinnacled, valley, and weathered are used for berg description, and bergy-bit and growler for berg fragments ranging smaller than cottage size above water. The lifespan of an iceberg may be indefinite while the berg remains in cold polar waters, eroding only slightly during summer months....



**#!%&\$!!
GET ME OFF
THIS THING!**

HUH?

**WHAT DOES
THIS MEAN
FOR US?**

**I KNEW THIS
WAS GOING
TO HAPPEN.**

vs. SELLING

**On your right
is an iceberg. To
keep you safe, we'll
be adjusting our
route to the west.**



**GLAD THEY
ARE
KEEPING
US SAFE!**

STRATEGY #4: BRIDGE TO YOUR MESSAGES

MACROECONOMIC

STOCKS

SECTORS

BREAKING NEWS

ASSET CLASS

PROGRESS

THEMES

STRATEGY

COMPANIES

REPORTER

INTERVIEWEE



BRIDGING TECHNIQUES

That's a good/interesting/important question...

Let me give you an example...

We're positioned/we're impacted...

What I've found is...

We don't look at [issue]... What we look at instead is...

[Issue] is important because...

Another thing to remember is...

Look! or See!

That reminds me...

We look at [issue] as part of our process. And for our fund that means...

What's important is...

The real issue is...

The way [issue] impacts our fund is...

I don't follow/like that particular stock/sector. What I like instead is...

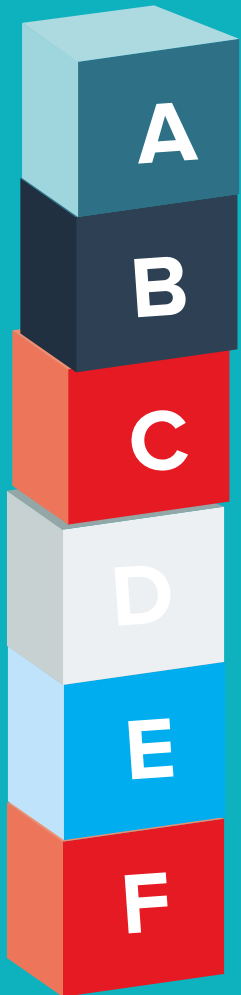
What [issue] means for our investors is...

While we pay attention to [issue], we look for...

If you look at it closely you'll find...

The larger issue is...

STRATEGY #5: REMEMBER YOUR ABC's



A Answer, Acknowledge, don't Avoid

B Bridging technique within 10 seconds

C Core message

D Deliver full name of fund

E Express the interviewer's first name

F Finish within 30 seconds

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