



10

**Процесс
ПОДГОТОВКИ
презентации**

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Снимите Ваш фильм



>> 0 >> 1 >> 2 >> 3 >> 4 >>



**PICTURE
START**



ПОЕХАЛИ!



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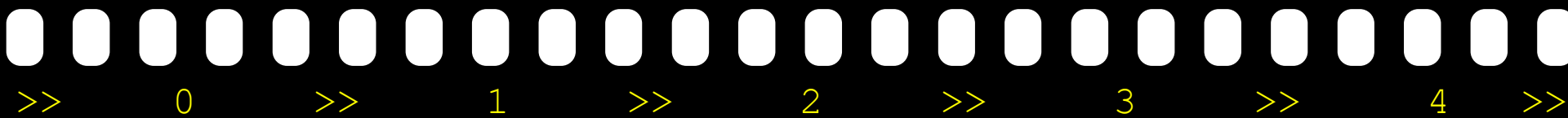
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Пишем сценарий

- Название ленты:

**«Продаю свои облигации
институциональному
инвестору»**



Пишем сценарий

- ПРОЛОГ.

- Почему я нахожусь здесь?

- *«Мы много слышали о Вашем участии в размещении компаний, похожих на нашу, и, вообще, получить инвестора с такой репутацией, как у Вас, – сверхзадача для нашей компании».*

Пишем сценарий

- **КАСТИНГ.**

- Генеральный директор



- Финансовый директор



Пишем сценарий

- **ОБЩАЯ ИДЕЯ СЦЕНАРИЯ.**

Мы должны доказать, что:

- **РИСК** – минимален, а **ДОХОДНОСТЬ** – сверхпривлекательна;
- **РОСТ** – обязательно будет;
- **ЧЕРНЫЕ ЛЕБЕДИ** – мы к ним готовы!

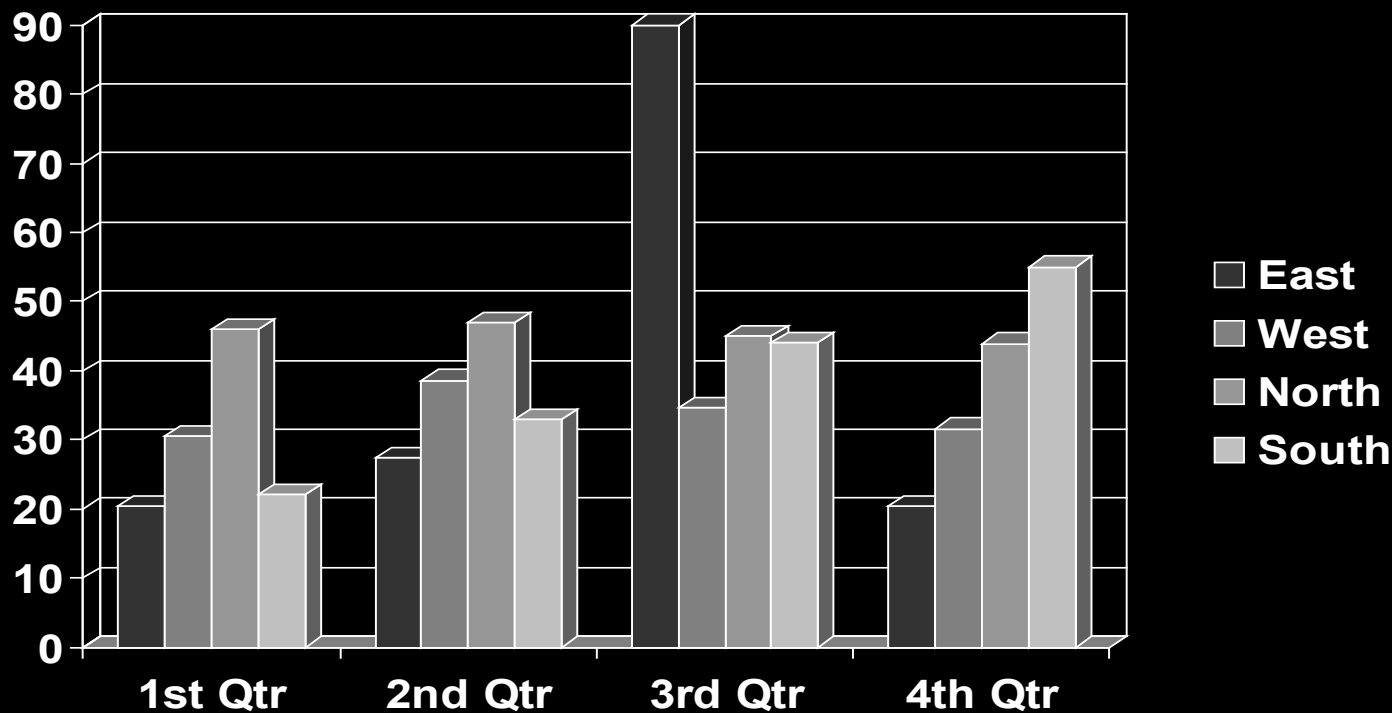
Пишем сценарий

• КОНФЛИКТ.

– Почему я не взял деньги в банке?

– *«Да, у меня есть неиспользованные лимиты кредитования. Но я хочу уйти от зависимости от одного/группы кредиторов. Я хочу диверсифицировать свои пассивы. Я хочу получить более льготные условия заимствований. Я хочу идти по пути публичности. Я готов платить за дебит. Но в будущем собираюсь улучшить общую стоимость своих заимствований».*

Раскадровка



Раскадровка

- Аргумент 1
- Аргумент 2
- ...



Пишем сценарий

• ДИАЛОГИ.

- Почему Вы надеетесь не повторить судьбу Вашего неудачливого обанкротившегося конкурента?
- *«Потому что изначально его географическая позиция была проигрышной. И несмотря на то, что эта компания делала все правильно, подобным образом организованный бизнес-процесс не мог быть окончательно успешным».*

Пишем сценарий

- **ДИАЛОГИ.**

- Почему Вы предполагаете, что волатильность мировых цен на сырье и Вашу продукцию не приведет Вас к коллапсу?
- *«Потому что формулы ценообразования, которые мы применяем, изначально закладывают фундамент безопасности в наш бизнес-процесс. Мы дополняем это хеджированием ценовых и валютных рисков».*

Пишем сценарий

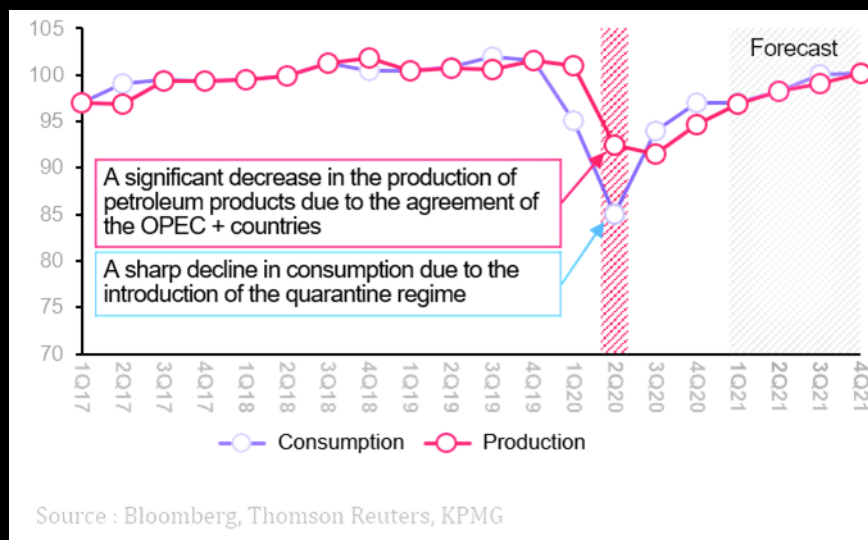
- **ДИАЛОГИ.**

- Почему Вы считаете, что спрос на Вашу не самую экологически чистую продукцию не будет падать?
- *«Потому что экономически ее использование все еще существенно более выгодно. А при наступлении эры всеобщей любви к природе в ущерб кошельку мы готовы производить то, что будет востребовано в экологически чистых процессах».*

Пишем сценарий

- ЭФФЕКТЫ.

- Взрыв, крушение, руины: ГЕРОЙ ЖИВ И ЗДОРОВ



Пишем сценарий

- **ФИНАЛ. Разрешение конфликта**

- Вы видите, что несмотря на кажущуюся парадоксальность нашего решения о выходе на публичный рынок, оно продиктовано очень рациональными соображениями. И для Вас предлагаемое соотношение рейтинга и цены облигаций, похоже, является уникальным.

Пишем сценарий

• ТИТРЬ. То, что НИКТО не читает

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