Test Project

Module 4

Logistics and Freight Forwarding

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Instructions for Competitors

This module (M4) assesses Presentation Competence across the following areas:

1. Professional Presentation Design – Ability to create a polished, professional-level Microsoft PowerPoint slide deck
2. Live Presentation Delivery – Deliver a live presentation to a customer audience within the Transportation and Logistics Management sector
3. Customer Knowledge and Insight – Demonstrate a clear understanding of customer needs and expectations, and articulate how you meet or exceed them
4. Value Proposition Communication – Effectively deliver a compelling value proposition message tailored to your customer

The preceding three (3) modules (M1, M2, and M3) focused on delivering information to the right stakeholders at the right time, and through the most appropriate channels. The goal was to achieve requested objectives, meet customer expectations, and foster long-term customer trust and retention. In this module, participants are given the opportunity to engage directly with the customer and their key decision-makers.

For this module, you are required to:

- Understand Customer Relevance – Identify and prioritise what is most relevant to the customer when presenting data
- Align the Presentation Narrative – Structure and tailor your presentation narrative to reflect that relevance clearly and logically
- Demonstrate Professional Competency – Deliver presentation commentary in a manner that reflects confidence, clarity, and professional expertise
- Design Concise, Clear Slides – Ensure all presentation slides are visually clean, concise, and easy to follow
- Convey a Forward-Facing Message – Communicate a clear, future-focused message that resonates with your customer audience

Task Objectives

1. Demonstrate Communication Skills — Showcase effective communication using a Microsoft PowerPoint presentation and a live delivery to the customer audience
2. Display Customer Understanding — Articulate a clear understanding of the customer's needs and demonstrate how your services can add measurable value
3. Deliver a Clear Sustainability Message — Present a focused message on Sustainability, including at least one actionable proposal to improve sustainability within the customer's current supply flow
4. Define a Future-State Goal — State at least one realistic and achievable goal relating to future service offering(s)
5. Manage Presentation Time — Keep the presentation within the allocated timeframe of 12 to 15 minutes

You will have 2 hours 30 minutes (2.5 hours) to prepare and create your PowerPoint presentation. Following this, you will be given 30 minutes to rehearse and practise before delivering your presentation live to a panel of judging Experts.

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