**DRAFT Created by the**
**Executive Summary Builder**
**from Concurrence**

Thank you for using the Executive Summary Builder.

You are now on your way to creating an Executive Summary that:

* Supports early conversations with the customer
* Enables early sharing of customer messaging within your organisation
* Makes it easier to create a customer focused document that convinces decision makers that you should win their business

The Executive Summary Builder has taken the information you provided to create a persuasive and customer focused document, which you can now refine.

Dependent upon how you have answered the questions, the tool is unlikely to have produced flowing prose which reflects your style and that of your organisation. This is down to you.

We suggest that, having created this first draft, you now:

* Review content and structure before style and grammar
* Consider sharing with your customer where you have the opportunity to do so
* Use your draft Executive Summary to brief internal stakeholders
* If you need any help or advice:
	+ Refer back to the coaching videos provided in the Executive Summary Application, or
	+ Look to <http://www.concurrence.com/esb-faq>

**Good luck with your opportunity!**

# Executive summary

Hogwarts will have the ability to <information not provided> through the use of:

<information not provided>

<information not provided>

H-warts wishes to have the ability to <information not provided>. To achieve this goal, H-warts intends to buy <information not provided>, thereby allowing H-warts to <information not provided>.

With the information that has been provided, Test Company2 understands that H-warts intends to address the following concerns with this purchase:

* Hot Button 1 - this proposal offers <information not provided>
* a - this proposal offers <information not provided>

H-warts will realise the maximum possible benefit through selecting Test Company2 and a solution that is fully compliant with all requirements. This document summarises why Test Company2 is the right choice for H-warts.

## <information not provided>

The solution addresses H-warts' issue of Hot Button 1 by offering <information not provided>. This feature is included in the solution because <information not provided>. As a result of the inclusion of this feature H-warts will be able to <information not provided>. This will provide H-warts will benefit because <information not provided>.

Test Company2's approach to <information not provided> is different because it <information not provided>; offering key benefits over other options. This capability provides H-warts with the advantage of <information not provided>. We have delivered this successfully before; <information not provided>.

## <information not provided>

The solution addresses H-warts' issue of a by offering <information not provided>. This feature is included in the solution because <information not provided>. As a result of the inclusion of this feature H-warts will be able to <information not provided>. This will provide H-warts with the ability to increase revenues because <information not provided>.

Test Company2's approach to <information not provided> is different because it <information not provided>; offering key benefits over other options. This capability provides H-warts with the advantage of <information not provided>. We have delivered this successfully before; <information not provided>.

Test Company2 has the expertise and experience to allow H-warts to meet its goals and would appreciate an opportunity to <information not provided>.