**Quad Charts**

A Quad Chart is a marketing document that rapidly communicates a proposal, capability, innovation, concept or solution to key stakeholders

They are generally a single A4 page typically divided into four quadrants. Each quadrant contains different information (often specified by the recipient). They assist large organisations such as the ADF or primes make initial decisions about company capabilities.

# Tips for getting the most out of your Quad Chart

* Use the **A4** page real-estate wisely
* Think about presentation – leave some white space, but utilise your background – make the reader want to pick it back up for a second look
* Just because it is called a quad chart, does not mean it has to be divided into 4 squares / rectangles - you can be creative – just keep within the theme
* Don’t make your font too small – Some good options are MS Sans Serif or Calibri – Arial is too big
* Don’t use fonts with tails or hooks eg. Times New Roman
* Don’t overcrowd with too much writing or too many images
* Be client focused – tailor your quad chart to the opportunity – review and update it regularly
* Be concise
* Use bullet points effectively
* Use sub-headings
* Select great images that create a positive emotional reaction in the reader – use people – they create more of a connection than just a piece of equipment
* Describe your images – give context – not everyone is a technician – use plain language
* Quantify your facts
* Ask your clients for testimonials – if they are busy, offer to write one for them and send it to their CEO/MD etc… for approval
* Make sensible use of colour – if you have one, stick with your corporate palette
* Highlight key messages in call-out boxes - draw attention to what you want the reader to take notice of
* If you use a Q Code – direct your reader to the specific page you want them to land on – not to your home page
* If you hyperlink your e-version Quad chart, direct your reader to the specific page you want them to land on – not your home page
* Make sure any Q codes or hyperlinks you use still work before sending digitally to any potential customer.

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| [**YOUR BUSINESS NAME**](https://www.defenceindustries.qld.gov.au/services/defence-industry-hubs) **– SAMPLE QUAD CHART** | |
| **What do you do?**  **CAPABILITIES / PRODUCTS / SERVICES**  Describe your capabilities in one concise, compelling sentence   * List specific products, services and capabilities * Don’t put your life story here – inspire the reader to ask | **Who else uses you?**  **KEY CUSTOMERS / PARTNERS**   * List your key customers/partners and the program, project or capability associated with them. Keep projects recent. * If they are well known brands you may choose to just use their logo. If not you should use either name and logo or name alone. * Use powerful, relevant images of the work you have completed for these customers if permitted. Caption the image with what, when and who for. If related to defence, link it to the relevant project/program. |
| **Why should I use you?**  **DISCRIMINATORS**   * Why are you superior to your competitors? * Use qualifying statements eg: we are the only….. but only if you know them to be true * Australian owned, produced * Highlights / big achievements / awards * Great key words to use for discriminators first/only/better/safer/faster/more | **Why should I trust you?**  **CERTIFICATIONS AND ACCREDITATIONS**  *You may have a great product, but will it work first time, every time and in all conditions?*   * iso certificate registration/renewable – Accountant Help DeskList internationally recognised standards/certifications first or use certificate badges eg: * List certificates and awards that are ***relevant to the capability*** * Memberships |
| **Your Business Name Key Contact/s**  123 Your Street First Last  Your Suburb QLD 4444 Defence Business Development Manager  Ph: 07 1234 5678 0400 000 000  [www.yourwebsite.com.au](http://www.yourwebsite.com.au) [First.last@ourbusiness.com.au](mailto:First.last@ourbusiness.com.au) | |

Sample Quad Chart