



What is The Process... Let's Begin!

CONNECTING YOUR BRAND & BUSINESS TO THE RESOURCES YOU NEED

STEP ONE, INTRODUCTORY CONSULT.

We would like to get to know more about your company and brand in order to understand the challenges your looking to overcome as well as hear about your successes! Once we learn about your company, brands and team we'll have an understanding of the basics needed to begin our move forward. Post our initial call we will provide you with our "Opportunity Insight" worksheet, outlining details gathered from our introductory call.

STEP TWO, ENGAGEMENT LETTER + MUTUAL NDA.

We understand the importance of protecting your interests as well as the interests of our fellow clients. All brand impact, sales solutions and services are different for all our supplier partners and therefore, we ask all clients to sign our *Mutual Non-Disclosure Agreement*. Our *engagement letter* is our written agreement that outlines the detail integration process of the services we provide. The *letter* contains terms, conditions, and arrangements during the term of our professional relationship.

flexible solutions for any size budget

RETAINER & FEES

Once the service retainer, engagement letter and NDA are received, we then schedule a one on one sit down in person meeting with you/the company to gather all the information and details needed to complete our "Brand & Company Insight Assessment".

STEP THREE, BRAND & COMPANY ASSESSMENT.

This assessment provides us with the starting point of building growth plans, market strategies, field marketing campaigns, pricing/profitability structures and baseline metrics.

In order to accelerate brand performance, execute more efficiently, improve profitability and reach the culture of your customer; one of the most value-enhancing tools used is the Brand Health Assessment. You'll receive the critical insights needed to develop strategies that allow you to reach target customers, compete in specific segments and craft messaging that aligns with desired values, creating a "buying experience".

STEP FOUR, STATEMENT OF WORK.

After the assessment is complete, we provide you with a Statement of Work which outlines what the BPP team is responsible for, over what timeframe, accompanied with approx. costs and expected results.

Statement of Work (SOW) outlines the strategy, core focal points, brand growth framework and stretch goals to achieve your short-term and long-term vision, case volume and revenue objectives.

Nothing is just invoiced, costs and fees are outlined during our one on one meeting. We draw from the retainer in exchange for direct invoice payment. We work within the budget provided by you. The retainer protects BPP from performing a copious amount of work and then never receiving payment.

BRAND IMPACT & SALES SOLUTIONS

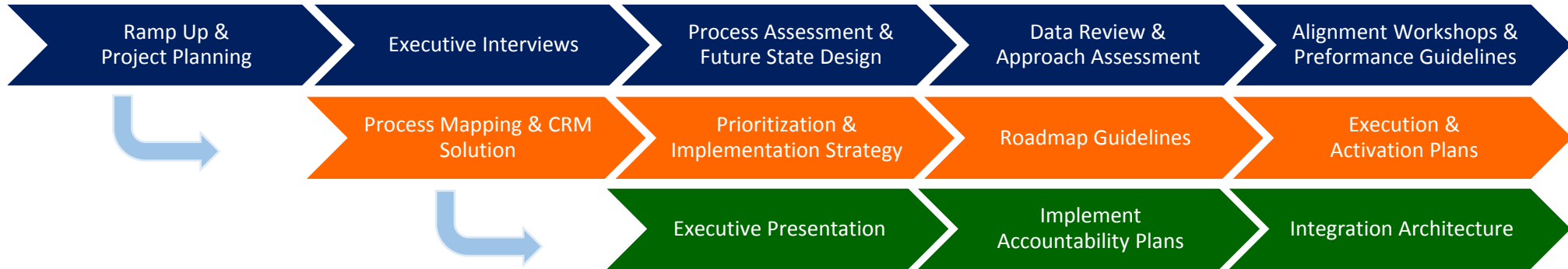
BUILT TO ACHIEVE MAXIMUM PERFORMANCE

BUILT ON INNOVATION

At a crossroads? You have a quality brand, but struggling to grow - together we will create, define and refine a comprehensive plan to achieve maximum brand potential. We are strong believers that every brand has unique features and benefits, those talents will not go unused. We are a team built on supplier experience, something that no other partner is able to offer. Understanding the demands of the market to build your brand strategy, we turn weaknesses into strengths and our knowledge into brand power. We didn't get there alone, and neither will you.

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WHAT IS THE PROCESS?



ACTIVATION OF SOLUTION ACTIVITIES

DELIVERABLES TIMELINE

- Introduction Company Current Needs & Insights
- Demand Gen & Reporting
- Brand Health Assessment
- Acquisition & Retention Plans
- Sales Team Training
- Total Brand Impact Plan

	PERIOD: 30-90 DAYS	PERIOD: 91-180 DAYS	PERIOD: 181-270 DAYS	PERIOD: 271-365 DAYS	REOCCURRING INSIGHT
Introduction Company Current Needs & Insights	█				
Demand Gen & Reporting	█	█			
Brand Health Assessment	█	█	█		
Acquisition & Retention Plans	█	█	█		
Sales Team Training	█	█	█	█	
Total Brand Impact Plan	█	█	█	█	█

Proposed Team Structure

Solution Architecture

Proposed Implementation Roadmap

PHASE I (Est. Sept 2014 - Nov 2014)
PHASE II (Est. Dec 2014 - Mar 2015)
FUTURE (Ongoing Forward Commitment, Advanced Reporting Global)

WHAT TO EXPECT

1. Be prepared to change business models.

This may take time and the organization as a whole needs to determine the speed of that change. This will incorporate many different areas of the organization. (e.g. sales, marketing, production, administration)

2. Lead from the top, and integrate the effort.

The idea of sustainability or building “Sustainable Growth” may start as a bottom-up effort, but for sustainability to be successful your team needs to know that top level management has bought into the growth strategy and concepts. This allows for future changes to your business model and marketing plans to be accepted and implemented with ease and confidence.

3. Measure and track company objectives and performance goals.

Many companies use scorecards, KPI (key performance indicators) and other integrated reporting tools. Also, sustainable and realistic growth achievements are implemented into personal accountability performance reviews. This will allow for transparency and understanding of when company sales/marketing benchmarks are reached.

4. A change to products and/or strategy will strongly involve your customers and their connection to them.

Staying connected to your customers/consumers and using their opinions as a direction forward. Use competitors weaknesses and industry trends to elevate your relevance to the market as a whole, allowing your company and targeted demographic to benefit from what you have to offer.

5. Encourage feedback from frontline team members and adapt to specific markets.

Work with your field level team members because they are a vital source for resources and current conditions. By accepting feedback in a open setting you have a greater chance of increasing your firsthand knowledge, your brand/companies image and customers perception. Remaining in touch with a constantly changing and evolving buying environment will provide you with the opportunity to remain connected and increase the chances of achieving sustainable growth seeing a return on your marketing efforts.

