



# 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 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 scope and integration process of the services we provide. The *letter* contains terms, conditions, and arrangements during the period 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 on-site 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.

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 on-site meeting and will be within the allocated budget communicated. We work within the budget provided by you. The retainer protects BPP from performing a copious amount of work and then never receiving payment. If payment for services is drawn from your company's retainer, we do require replenishment.

**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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