

# STRATEGY & OPERATIONS

# Executive Package

Packages begin at \$2000 and are customizable according to the company's needs and size.

All packages include weekly planning and strategy sessions. All meetings can be working sessions if needed and desired.

Packages will also include selections from the following services:



## Strategy & Business Mentoring

- Mindset
- Navigating setbacks
- Opportunities & options

## Sales & Selling

- Optimize your sales technique
- Increase conversions and enjoy sales conversations!
- Value ladders - Ecosystem of services for client-base: upsells & downsells
- Course development and optimal learning environments

## Team Management

- Mindset of a CEO
- Define roles and develop team members
- Facilitate team building, conflict resolution

## Automations

- Automated selling via landing pages
- Email marketing systems
- Shopping carts
- Blogs

## Operations

- Direct overarching marketing strategy to optimize value ladder for customer acquisition and retention,
- Measure results of campaigns and automations
- Quarterly and annual planning
- Website maintenance and updates

Wix & Wordpress managed in-house by our team of talented designers

## Brand Design

- Rebranding or fresh brands
- Brand messaging & taglines
- Marketing language to target your ideal avatar
- Social media templates
- Social media page & profile elements (IG, FB, LI)
- Logo design (Add-on service)

Retain control of all licensing and copyrights. Upon project completion, all design copyrights legally become yours.

