



## **"Don't get Checkmate in Business!"**

" Are you losing out on **Big Sales**,  
losing business to **Competitors**,  
or losing **Customers** "

### **The Solution:**

Get yourself a "StandOut Profile"...  
to tell a better story!



**YOU VS YOUR COMPETITORS**

Consider this

## Customers won't buy!

If they aren't clear about what you're selling and how it helps them!

## Customers won't pay!

If they aren't clear about how valuable your products or services are!

## Customers won't be interested!

If your brand is dull and boring to them!

---

Don't loose out on sales simply because of a poor story, poor presentation, unclear communication & poor design.

### The Solution:

We help you tell a better story... with a "StandOut Profile!"



## What is a... "StandOut Profile"?

It's a new breed of company profile that puts you ahead & above your competitors. It literally means what it's says... you'll get a profile that STANDS OUT!

It's not your traditional plain boring company profile that's being put together by your secretary, typed on a word document, printed on A4, bindered in a ring file or taped with photos design and layout by your 12 year old niece.

It's way better!

Each "StandOut Profile" story (meaning your story) is carefully crafted by a Master Story-Teller that knows branding, marketing & sales copywriting inside-out. Each photo is beautifully captured by a Master Photographer to tell a better visual story of your brand, business, products or services. And finally, each page is beautifully designed & painted by a Master Designer to give you a rare masterpiece!

No two "StandOut Profile" is the same... each is a masterpiece of its own!

Nevertheless, each profile is engineered perfectly to do one thing... and one thing only... is to STAND OUT!

It's designed to tell a better story... to sell more, to close more & to help you profit more!



GAP?



# 6 Reasons why you need a "StandOut Profile"

## 1. Win More Contracts

Imagine tendering projects with a traditionally A4 print out profile vs a beautifully crafted and nicely printed version. Which document will get the best attention? Obviously, the nicer one! Why take the risk and lose unnecessary business to your competitors with lesser experience or skill than you are? It's not worth it.



## 2. Close Bigger Sales

No one will buy if they don't know how good you are. Don't lose out on sales especially the BIG ones simply because your customers don't know your true value. With a better story, a better profile, it will not only help you sell more, close more but also attract even more, higher paying customers. You'll get to sell at better pricing & with better margins.



## 3. Secure Better Retail Spaces

Don't let those in leasing looked down upon you when applying for a retail space at a upper-scale shopping mall. That's exactly what happen to several of our clients. They had good products and of high quality but because of a poor story and profile, they were shunned away and turned down, not until they got themselves a better story & a better profile from us. Since then, today they are at almost every popular shopping malls through-out the country.



## 4. Get Better Funding

Desire to get better funding, better financing or attract better investors to help you grow and expand your company? If yes, you'll need a good company profile and a good showcase presentation to attract the right partner, investor, financier, banks or even prospective franchisee / licensee. Don't missed out on a good funding opportunity or failed to sell your franchise simply because you didn't have a good company profile.



## 5. Attract Better Staff

Want the best people, the best talent, the best team to work for you? If yes, it's time to be the best to them as they are attracted to work for the best. And if you're the best in the industry, do they know? If not, it's time to tell them about your brand story!

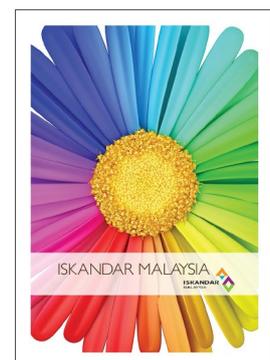
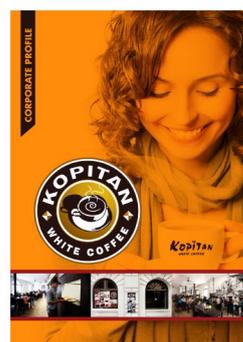
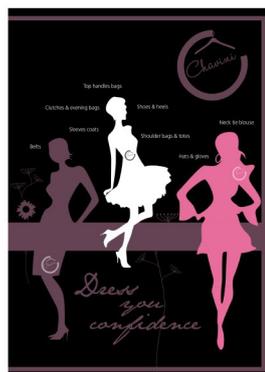
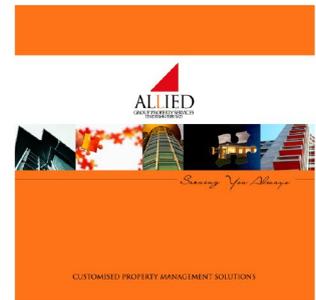
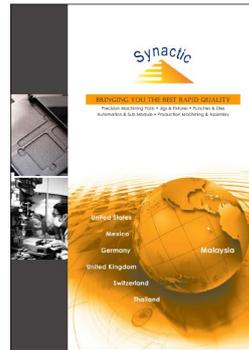
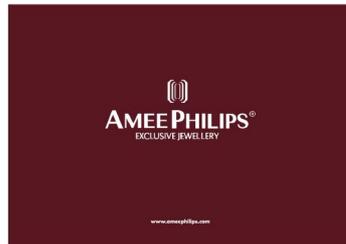


## 6. Sell Internationally

Why earn in ringgit only when you could earn in foreign currencies? Do you have what it takes to go global, to go internationally? If yes, do you have an internationally standard company profile? If no, you're certainly losing out & missing out on a BIG opportunity!



# "LET OUR WORK SPEAK LOUDER THAN WORDS... NOW WITH OVER 90 BRANDS TO DATE!"



# "OUR LOYAL FANS WHO LOVED US"





# "You don't have to pay us **RM100K** for a "StandOut Profile", though we know you'll make 10 times more that amount!"

But don't take our word for it, let's do some ROI calculation... Here is how a "StandOut Profile" can make in return for you...

## Why do this math?

Simply because we understand about investment return, and because we are business owners too!

## Return of Investment :

| Sales Exercise   |          |           |
|------------------|----------|-----------|
| Lead Generation  |          |           |
| Conversion Rate  | X        | %         |
| No. of Customer  | =        |           |
| Average RM Sales | X        | RM        |
| No of Times      | X        |           |
| Sales Revenue    | =        | RM        |
| Profit Margin    | x        | %         |
| <b>Profit</b>    | <b>=</b> | <b>RM</b> |

## Here's 3 Unique Packages to Choose From...

|         | Packaged Details                   | Go Pro     | Go Success  | Go Big      |
|---------|------------------------------------|------------|-------------|-------------|
| Stage 1 | Core Business Interview            | 1 Session  | 1 Session   | 1 Session   |
|         | Profile Selling Strategy           | 1 Session  | 1 Session   | 1 Session   |
|         | Sales Presentation Technique       | X          | 1 Set       | 1 Set       |
| Stage 2 | Profile Content Write Up (English) | 8-12 Pages | 12-16 Pages | 12-16 Pages |
|         | Profile Visual Layout Designing    | 8-12 Pages | 12-16 Pages | 12-16 Pages |
|         | Photography Work                   | X          | 4 Hours     | 8 Hours     |
| Stage 3 | Album Hardcover Version            | X          | 2 Books     | 4 Books     |
|         | PDF Softcopy Conversion            | 1 Set      | 1 Set       | 1 Set       |
|         | Multimedia Flash Video             | X          | X           | 90 Seconds  |
|         | Sales & Marketing Workshop         | X          | X           | 1 Day       |
|         | Bonus (By seasonal)                | X          | YES         | YES         |
|         | Project Duration                   | *30 Days   | *30 Days    | *60 Days    |

\*Subject to timely availability of complete information, images & materials required to complete the final output or for printing.