



Sales Package Bundle Details

Webinars, Presentations Sales Visits

Resources

Webinar Datasheet

Sales Activity Flow Chart

Benefits of developing sales tools together

Bundle Package Details

Package Overview

Impact Movie

Landing Page

Case Studies

Press Release

PowerPoint's

AngelCore
One World Trade Center
Portland, Oregon
503-799-4412



Webinars & Presentations Maximize Results with Less Cost

Your Impact Movie can be used to explain a targeted message anytime -- from spontaneous demos to group presentations to webinars.

Use it as an effective way to promote your event.

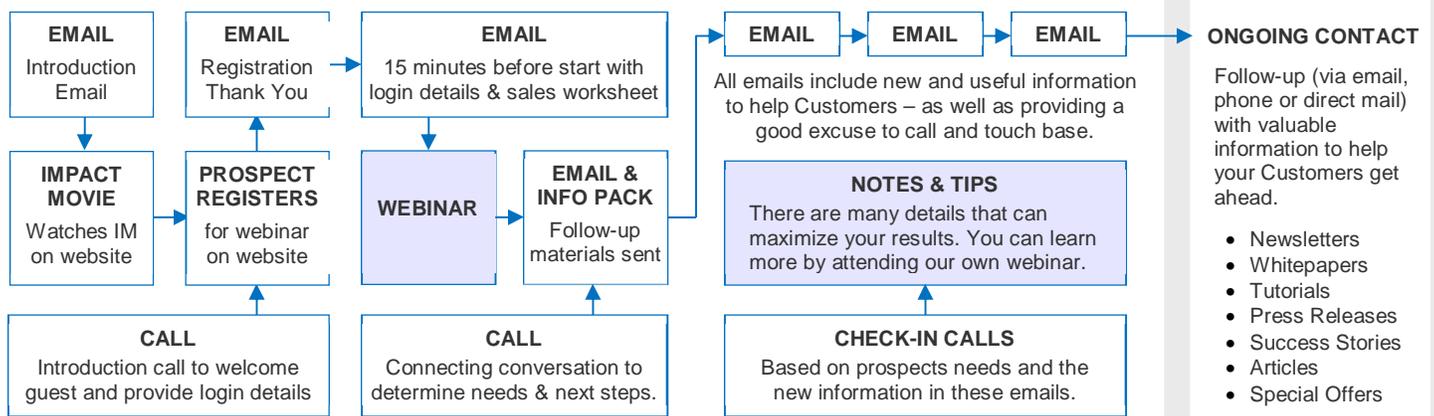
- Get your audience excited to gain the incredibly important knowledge that only you can deliver.
- Offer incentives to attend (whitepapers, ROI reports, gifts).

Play it as a consistent message during your event.

- It's a consistent message used by sales reps that might be light on product knowledge and experience.
- Promote solutions other than the ones being pitched.

Simplified Webinar Sales Flow Chart

Our proprietary and detailed flow chart is available for those who attend our webinar, Coffee with AngelCore.



BEFORE YOUR EVENT

- Establish better relationships before your events.
- Increase attendance at your events.
- Setup your sales team for more effective follow-up.

AFTER YOUR EVENT

- Reach people who didn't attend.
- Shorten your sales cycle
- Sell more into existing accounts.

POST PROCESS ONGOING FOLLOW-UP ACTIVITIES

Follow-up (via email, phone or direct mail) with valuable information to help your Customers get ahead.

- Newsletters
- Whitepapers
- Tutorials
- Press Releases
- Success Stories
- Articles
- Special Offers

Key to Maximizing Sales

The key to maximizing sales is not a secret.

1. First, you need to maintain excellent relationships. The best way to do this is to constantly give your audience useful information that will help them get ahead.
2. Second, you need Customer-centric messaging that connects and resonates. It's a message told from your Customer's point-of-view and positions you as a leader in your industry.

This is what we do for our Customers: reach more people, shorten their process and generate more sales.... all with less overhead.



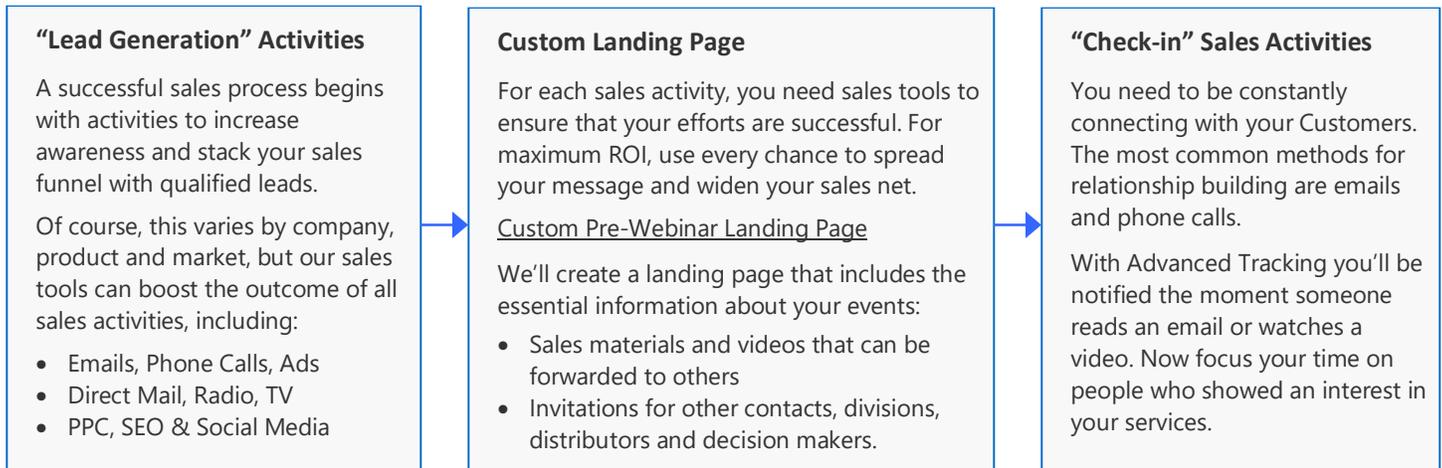


Webinar Sales Package Overview Flow Chart

Our Customer results show that our services are effective when used alone. However the results are magnified when used together with other sales tools. There are many opportunities before your webinar to boost attendance and results, but these activities need to be planned in advance. The chart below shows how and where these tools can be used in a sales process for webinars, sales visits and other presentation-type activities. The AngelCore Webinar Sales Package includes one of each the following. Services can be swapped to meet your specific needs.

- Impact Movie
- Custom Landing Page
- Advanced Tracking for Emails & Videos
- Press Release
- Customer Testimonials (video or print)
- PowerPoint Slides with Scriptwriting

Before the Event



Webinars – Presentations - Sales Visits

PowerPoint's with Scriptwriting

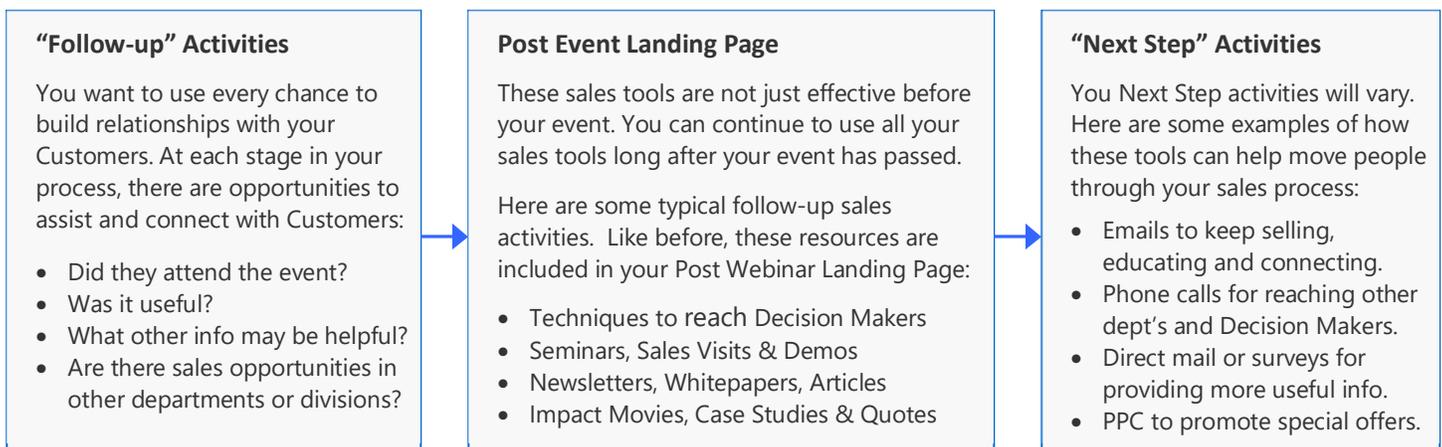
There are two parts to our Webinar Package. One is a superior PowerPoint presentation that educates and connects with your audience. As an option, we can craft a script based on our award-winning messaging model.



Webinar Sales Tools and Process

Our Webinar Sales Package consists of services to help you maximize your marketing ROI. Furthermore, there are many benefits to producing multiple-sales tools at once– as well as implementing an efficient sales process.

After the Event



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Multi-Sales Tool Development Benefits in Time and Cost

In today's competitive business climate, it's getting harder to get ahead. You need to make every dollar count - and minute too. You need to get the most from your investments. At AngelCore, our goal is to maximize the sales ROI for our Customers. These companies are some of the fastest-growing in the world and include Microsoft, HP, Xerox, Epson, BP, US Bank, SAP, USDA and American Airlines. We do this by increasing sales, decreasing costs, reducing risks and saving you time. In the end you get better results and at a low price. Taking care of our Customers for less cost... reaching more people with a better message. That's what we do. Here are some of the ways our Clients are increasing sales while reducing their overall marketing costs.

Experience that Minimizes Risks and Costs

Don't wing it. We have years of experience helping our Customers achieve their goals.

- We know the tips and tricks, ins and outs.
- We will help eliminate the risks and pitfalls that can sabotage your results.

Anyone can make a sales video. We make Results.

We've made nearly 5000 sales videos. One thing we've learned is that their success is not a guarantee. Our goal isn't to make videos. It is to deliver tools that work for you. We do this with:

- tools that work and
- a superior sales process.



Benefits of Developing Multiple Sales Tools at One Time

Increase Sales

It starts with having a "Sales Strategist" who works with you to see the big picture, such as:

- Integrating all your sales tools so they can benefit and support each other.
- Delivering our tools in different formats so that they can be used (1) many ways, (2) throughout the different stages in your sales process and (3) by others in your company.

Lower Production Costs

There is a great cost savings when you produce a few sales tools at one time. We will spend less time and effort for:

- Strategy, orientation and planning
- Branding, positioning and messaging
- Creating designs, repairing graphics, and so on.

Time Savings for You

You'll save considerable time compared to creating these tools separately. It takes time to execute a successful advertising and sales campaign. And with each additional service, the savings are even greater. You'll spend less time:

- Explaining your company and product details
- Describing your challenges and sales process
- Locating and sending files, specs, photos, graphics
- Reviewing messaging, copywriting, designs, etc.



Benefits of Having an Integrated Sales Process

Efficient Sales Process

Together, we'll build a sales process around your specific needs.

- Don't spend valuable time and money where it's not needed. Instead, strengthen the areas of your sales process that are weak.
- Then use your time more effectively by using the right sales tool at the right time.

Superior Messaging

We'll develop messaging that's speaks to your Customers' pain crafted from our proven story-telling model.

- Messaging that is targeted to your different market segments and different Customer needs.
- Messaging that helps you educate and connect with your audience.

Focus on Results

You'll work with a team that understands the purpose of each tool and how it fits into your specific process. Our goal is to produce results by focusing on:

- Leading your Customers to the next stage in your process.
- Special offers, incentives and deadlines to target specific segments.
- Reaching markets that you were unable to reach before.

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Webinar & Presentations Sales Tools Package

The AngelCore Webinar Sales Kit includes several tools to boost tradeshow effectiveness. These are proven and cost-effective marketing programs aimed at maximizing your ROI. Services may be swapped, but there is a cost savings when multiple services are ordered at once. The terms and conditions for each service apply. Contact your Sales Specialist for a precise quote on a custom sales solution for your company.

The AngelCore Webinar Sales Package consists of the following:

	List Price:	Bundle Price:
<input checked="" type="checkbox"/> One Impact Movie (photo-based style) – These are the most watched and forwarded sales videos. They are an effective way to have people understand your message. It can be used eight ways in a single tradeshow. Use it before the show to increase attendance at your booth, during the show to educate and connect with booth visitors and after the show to reach people who didn't attend and sell deeper into Customer organizations.	Call _____	Call _____
<input checked="" type="checkbox"/> One Landing Page - A Landing Page that plays your video automatically is an effective way to connect with your audience before the event. Encourage your Customers preregister for one-on-one meetings, download sales materials, watch videos and invite others to your booth.	_____	_____
<input checked="" type="checkbox"/> Case Studies (Video or Written) - Nothing is more effective at convincing people of the value of a services than actual testimonials from Customers. We will research, write and publish two case studies. As an option, we can publish them as Video Impact Movies.	_____	_____
<input checked="" type="checkbox"/> Press Release – You should always be making news. We can help you uncover media opportunities to get the word out about you, as well as promote your special event. At a minimum, it's another tool to boost your image and educate your audience. Attach it to emails and add on your landing pages and social media sites.	_____	_____
<input checked="" type="checkbox"/> PowerPoints - PowerPoints can be used at every stage in your sales process, including before, during and after your event. They're a great tool that can be used during all the stages in your sales process – not just at your webinars.	_____	_____

Additional services to boost the ROI of your Webinars, Presentations & Seminars

<input type="checkbox"/> Guided Tours - These are longer Impact Movies that include more detailed information about the benefits of your services. Take your booth visitors on a quick tour of your product or service. Then use it as a follow-up for those who attended the event and for those who could not attend.	_____	_____
<input type="checkbox"/> Custom Books - Exhibitor Magazine named Custom Books, "the perfect inbooth giveaway". You can watch an Impact Movie on the Custom Book's website at: www.CustomBooks.com .	_____	_____
<input type="checkbox"/> Sales Materials – Sales materials that are useful and professionally-designed will boost your image. We can produce brochures, monthly newsletters, whitepapers and have articles about you published in magazines of your choice.	_____	_____
<input type="checkbox"/> Other: _____ _____ _____	List price: \$ _____	Discounts: \$ _____
	Net cost: \$ _____	

Organization: _____

Billing Address: _____

Description: AngelCore Webinar Sales Package Name: _____

Cost: _____ (Enter from quote) Title: _____

Phone: _____ Email: _____

Date: _____ Signature: _____

Thank You

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Please complete these forms with the help of your AngelCore Sales Strategist. Then, fax them to 503-217-6036. The terms and conditions for the individual services apply. Visit our website for updates and new information. We look forward to helping you achieve your sales and personal goals.

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Impact Movies[®]

Details & Order Form

Impact Movies are the most watched and forwarded sales videos in the world. They are used to deliver a consistent and persuasive message to a specific audience. They are carefully-scripted messages based on our award-winning messaging model. They are designed to educate and connect with your audience and encourage the viewer to take the next step in your sales process. You can watch an Impact Movie about our Impact Movies at: www.AngelCore.com.

Types (and styles) of Impact Movies

There are different styles of Impact Movies. The styles apply to your specific message and goals. Obviously, the cost of your movie will vary depending on the style, the length and other factors. Speak with your Sales Specialist to determine what kind of message will best achieve your goals. We will then provide you with a quote for your project. Here are the different styles that we offer:

- Photo Based Uses pictures, images and on-screen text. Good for displaying a physical product or people.
- Silhouette or Icon Based Uses simplistic vector-based illustrations (icons or silhouettes without detailed movements or displayed emotions). Good for helping simplify a more sophisticated value proposition or process.
- Illustrated / Info Graphics Primarily uses vector-based illustrations with charts or graphs. Good for explaining technical details.
- Whiteboard Style Consists of black or colored lines being drawn on a white background while the narration walks you through the value proposition or process. Good for explaining a process.
- Cartoon Oriented Uses more detailed vector-based illustrations such as cartoon characters or backgrounds (with detailed movements, facial expressions, and/or displayed emotions). Good for adding humor and building a friendly connection.
- Motion Graphics Utilizes sophisticated movements and motion. Good for grabbing attention and displaying a product or service that requires showing motion or speed in their value proposition.
- 3D Animation Uses 3D animations (rotating objects to show multiple sides or the interior of objects). Good for explaining complex information and differentiators.
- Guided Tours These are longer messages which have chapters so viewers can choose the topics they want to watch. There used for demos, tutorials, demos, orientation and training.

An AngelCore Impact Movie includes the following:

- A rich multimedia movie that includes a carefully crafted message, meaningful visuals and professional narration.
- Each Impact Movie is produced in different formats to allow you to use it 20 different ways.
- All source files that went into producing the different versions of your movie.
- No charges for minor changes to your movie for six months.
- One free Landing Page that is customized to your sales activities and process.

Our Guarantee

AngelCore's fixed pricing is all inclusive. All aspects of production are completed to your 100% satisfaction.

Timelines and Deliverables

Producing an Impact Movie requires many steps: each having to be completed on time. The most likely factors that delay a project are: last minute changes to the script, late-addition new features, significant redesigns and slow feedback from our Client.

Script Revisions after Final Recording

We can make any changes to your movie during production. However, once the final audio has been professionally recorded and processed, we reserve the right to charge an additional \$85 per sentence for changes.

Deposit and Payments

We require one half of the cost at the beginning of the project and the other half at the beginning of the 2nd month. The deposit is due prior to the initial interview. If this will be a problem, then please let us know. By signing below, the Client agrees to these terms and conditions.

Organization: _____
Billing Address: _____
Description: One Impact Movie as described above Name: _____
Cost: _____ (Enter from quote provided) Title: _____
Phone: _____ Email: _____
Date: _____ Signature: _____
Other Instructions: _____

Thank You
Your AngelCore Team
503-799-4412



Case Studies & Success Stories

Program Details

According to studies on consumer behavior, one of the most effective sales tools available to businesses are case studies and success stories. But, collecting and compiling this data is a lot of work...from securing positive comments, to developing compelling studies. That's where we come in. We do all the work. Our writers are expert interviewers, researchers, and writers. To view sample case studies, see our own Client Results Booklet.

Case Studies are Effective Because they...

Drive Consumer Behavior

- Proof your solutions work is the most effective way to move Customers through your sales process.
- Customer testimonials ease sales resistance and eliminate skepticism building instant credibility.

Can be Used Many Ways

- You can publish your case studies in all your other sales materials.
- You can use pieces of your case studies throughout your sales process. For example, include Customer quotes from within the case studies in all your sales tools and presentations.

Reasons to Partner with AngelCore for Case Studies:

- We've successfully completed 1000's of projects. As a result, we've developed an efficient process that reduces costs and saves you time and money.
- We're experienced at writing case studies that engage and motivate readers to take the next step in your sales process.
- We help your Customers articulate their positive experiences. By asking them insightful questions, we elicit forthright, honest, and believable testimonials that prove that your solutions work.
- People relate better to data when evaluating results, therefore we focus on presenting quantitative and measureable data. We are particularly adept at converting subjective responses to hard numbers that your Customers can understand.
- We can publish your case studies in whatever format you need: hard copy, digital or even produce Impact Movies that feature the successes you Customers have had with your solutions.
- These "Success Story" movies are usually used as a follow-up to the initial Impact Movie.
- We'll assist you in using your case studies in as many ways as possible to accomplish your objectives and maximize the return on your marketing dollars.

Superior Results

We've assisted over 4000 companies with their marketing and sales. Many of these are among the fastest growing companies in the world. We've received over 300 awards for internet advertising, marketing and ROI. With so much riding on every dollar, your best option is to partner with a company with a proven track record of success.

Targeted & Effective Messaging

We use the same proven messaging model for all our services. We maintain a knowledge base of successful messages, designs and other techniques. These have been collected from 10 years of testing and evaluating diverse messages across many industries and services.

Reduce Marketing Costs

We'll show you how to use your sales resources to optimize your sales process. In most cases, these changes will generate more leads, shorten your sales cycle, and increase sales. Best of all, many Customers actually reduce their overall sales costs by using their resources more effectively.

Maximum ROI

For many of our Clients, our services pay for themselves almost immediately. All our services are produced in a way that allows them to be used multiple ways (usually 10 or more). We will help ensure that all your sales activities work together so you can get the greatest benefit from your marketing dollars.

Customer-Focused Development Process

We've completed 1000's of projects. As a result, we have fine-tuned our development process to save you time and money.

- We limit your involvement to a bare minimum.
- We know what we need to do... there's no guess-work.
- We drive the project so it gets done, so that you can start using it as soon as possible.

Low Cost Business Model

We try hard to keep our costs down in order to provide our Customers with the lowest prices possible for our services. Our low cost structure includes a lean business philosophy, economies-of-scale, and an efficient development process.

Thank You
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Case Studies & Success Stories Order Form

Need Customer testimonials, case studies and success stories but don't have the time to make this a priority? We can help. We produce these critical marketing communication tools that make great second or third stage messages in your sales process. They feature the successes that your Customers have had and provide a useful way to show the benefits of your solutions to current and future Customers. Our writers have 16 years of experience in writing corporate content for thousands of companies.

Case Studies and Success Stories Program Consists of the Following:

- Initial interview to identify intent, content format, details and goals.
- Identify target audience to interview as needed.
- Contact and interview potential success story Clients.
- Convert Client successes into objective, quantifiable data.
- Create first draft.
- Modify case study, get approvals and perform additional research as needed.
- Edit, rewrite, as necessary, and publish a 1 page case study.
- 100% satisfaction guarantee (see below).

Cost for Case Studies:

Quantity	Price
First Case Study	\$2,800
Additional CS's	Call
Longer (2-3 pages)	Varies

Final Delivery Formats (4 options):

You can choose the format of your completed case studies based on how you plan to use them. Here are the available options:

Delivery Formats	Description	Price
Text Only	Plain text in a MS Word file for you to use as desired.	Included
Graphic Design	Graphic designed to your preferences. Appropriate for handouts.	Call for quote
Digital Ready	HTML format for use on the internet. Designed to your preferences.	Call for quote
Case Study Movie	Impact Movies that feature your best case studies.	Call for quote

Your Involvement & Communication

Our process limits your involvement to the bare minimum and delivers the best product possible for you. To keep your project on schedule (and as a courtesy to our staff), we ask that you reply to requests within 24 hours.

Deposit, Payments and Milestones

The first payment of \$1500 is due at the time we get started on the project. The balance is due upon completion of all the case studies. For subsequent projects, the same proportions and milestones apply.

Our Guarantee and Commitment

AngelCore's fixed pricing is all inclusive. There are never additional charges. All aspects of production are completed to your 100% satisfaction.

Payment Terms and Delays

In exchange for our hard work and commitment to the success of your goals, we ask that payment is made as soon as an invoice is received. If this will be a problem, then please let us know.

You may terminate this agreement at any time, however, you must pay for all work completed on your project. Thank you for your understanding. We are committed to the success of your objectives and marketing efforts.

Organization: _____

Billing Address: _____

Description: One Case Study

Case Study: \$ 2,800 Name: _____

+ Options \$ _____ List: _____ Title: _____

+ Options \$ _____ List: _____ Phone: _____

Net Investment: \$ 2,800 Other: _____ Signature: _____

Date: _____

Other Instructions: _____

Please complete this form and fax it to 503-217-6036.

Thank You
Your AngelCore Team
503-799-4412



PowerPoint Slides Messaging and Scriptwriting

We can create PowerPoint presentations that excite, educate and motivate your Customers. These are not much different from our own "Coffee with AngelCore" webinar. We can develop just the slides or create the entire script.

The PowerPoint Marketing Program consists of the following:

- A 35 slide PowerPoint Presentation that includes:
 - A combination of core slides and interchangeable slides to create alternate versions of your presentation.
 - Interviews and research to collect the information necessary to build a message to achieve our objectives.
 - Designs based on your existing branding or the creation of all new design if desired.
 - Designs that display details and processes visually so that information will be absorbed easier by the viewer.
 - Transitions between slides and animations within slides that can be run automatically or controlled by the presenter.
 - Inclusion of call-to-action options to encourage your Customers to take the next step in you sales process.
- The AngelCore project management process that limits your involvement to the bare minimum needed to complete your project – on time and on budget.
- A complete word-for-word script based on the AngelCore messaging model which utilizes the principles of Neuromarketing and Solution Selling. (Scriptwriting is an optional service and may not be required).
- A list of leading questions that you can use at the start of your presentation as a survey to connect with you audience.
- A list of summary questions that you can use at the end of your presentation to jump-start a Q&A session.
- The source files that went into producing the different versions of your presentation with the exception of any licensed elements such as licensed photography.

Timelines and Deliverables

Developing a PowerPoint slide deck is a complicated and time consuming process. We work immediately on your project when the ball is in our court. Nevertheless, the most likely factors that could delay a project are: last minute changes, late-addition new features, significant redesigns and slow feedback from our Client. A typical timeline for completion is about 6-10 weeks.

Technology and Limitations

We work hard to ensure that all problems and compatibility issues are minimized. PowerPoint presentations are widely used in business today. There are few issues we expect to encounter.

Stock Photography: Costs

*We will purchase the first \$400 worth of royalty free photography. After this amount, we ask that the Client purchase the rights to additional imagery. (Please note that this is rarely an issue).

Stock Photography: Industry-Specific Imagery

We do our best to provide suitable photography from our image library and we purchase photos from online sources. However, it is up to the Client to provide Industry or Product Specific photos that cannot be found through standard online vendors. (We may be able to conduct a photo shoot of your product, if it can be shipped to us).

Deposit and Succeeding Payments

We require a deposit of \$4,500 to begin the project with the remaining \$3000 balance due at the beginning of month 2. The deposit is due prior to the Initial Interview. With approval, the Initial Interview may be conducted before funds arrive.

Payment Terms and Delays

In exchange for our hard work and commitment to the success of your goals, we ask that payment is made as soon as an invoice is received. If this will be a problem, then please let us know. Thank you for your understanding. We are committed to the success of your objectives and marketing efforts.

Organization: _____

Billing Address: _____

Description: One PowerPoint Slide Presentation as described above

35 Slide Deck: \$6,000

Options

+ Add'l. Slides: \$200 per slide

+ Scriptwriting: \$2,500

Net Investment \$6,000 Other: _____

Email: _____

Other Instructions: _____

Name: _____

Title: _____

Phone: _____

Date: _____

Signature: _____

Please complete and fax this form to: 503-217-6036.

Thank You
Your AngelCore Team
503-799-4412



Press Release Details & Order Form

A Press Release is a simple yet effective marketing tool when executed properly. Our experienced writers will produce a press release that spotlights your achievements, advancements, milestones and other noteworthy news.

A Press Release can be used Many Ways

- Share it with employees, Customers, partners and other important stakeholders.
- Post it on your website to show the world that you are succeeding and moving forward as a company.
- Use it as another sales tool to consistently connect, educate and get useful information in front of your Customers.
- It can improve your SEO page rankings and click-through rates.
- Try to get it published in traditional media outlets (see below) and in on-line resources.

Press Release Development Process

We will provide a short questionnaire for you to complete. This will help you frame the content surrounding the news that you'd like to share. This will be followed by a telephone conversation to discuss the goals, ask questions and get clarification about the facts. Once completed, we will develop a one page press release (typically 400-500 words). This will be shared with you to get your comments and feedback. We will then rewrite and edit the press release as needed until we all feel that it best represents what is newsworthy and needs to be communicated. This process typically takes 1-2 weeks.

Optional: Press Release Wire Distribution Price

- | | |
|---|---------|
| <input type="checkbox"/> National Press Release Wire Distribution (400 words): | \$ 1500 |
| • Each Additional 100 words: | \$ 200 |
| <input type="checkbox"/> Regional or New York City PR Distribution (400 words): | \$ 1100 |
| • Each Additional 100 words: | \$ 150 |
| <input type="checkbox"/> Single Market or Metro Area (400 words): | \$ 800 |
| • Each Additional 100 words: | \$ 100 |
| <input type="checkbox"/> Add Multimedia Asset (photo, video, etc.): | \$ 600 |
| • Each Additional Asset: | \$ 250 |

Optional: Media Relations Direct Contact \$ 2000

- This includes direct distribution of the press release to up to 10 key media outlets, such as local and national newspapers, magazines, trade publications and local television.
- Services include phone and email follow-ups to ensure the media contact received your press release.
- Placement of your press release is not guaranteed. Whether it's picked up and placed is at the discretion of the various editors and publishers around the country.
- Nevertheless, your press release will be out on the Internet, which will enhance your SEO rankings and overall click-back rates.

Our Guarantee and Commitment

AngelCore's fixed pricing is all inclusive. There are never additional charges. All aspects of production are completed to your 100% satisfaction.

Payment Terms

In exchange for our hard work and commitment to the success of your sales goals, we ask that payment is made as soon as the invoice is received. If this is an issue, then please let us know.

Organization:	_____		
Billing Address:	_____		
Description:	Press Release Development: \$ 800	Name:	_____
Cost:	<u>\$ 800</u> (Add cost for options)	Title:	_____
Phone:	_____	Email:	_____
Date:	_____	Signature:	_____
Other Instructions:	_____		

Please complete this form and fax it to 503-217-6036.

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