

Executive Briefing Overview & Summary

Developing Your Executive Briefing FOR YOU

Building your Executive Briefing is a highly engineered art form. Growth Strategies & Empire Research Team has developed a methodology to create this powerful tool.

This process creates a powerful presentation / document that changes the way you pursue new business, and dramatically increases your ability to sell and acquire customers.

The fundamental concepts of the Executive Briefing are simple. When you present your Executive Briefing to a prospect two things happen:

1. You will favorably alter a prospect's buying criteria or biases by utilizing research, information, pain and drama.
2. You will gain unqualified credibility, respect, and trust by demonstrating your depth of knowledge of the marketplace, and your understanding of their business.

How Your Executive Briefing is Built

The Executive Briefing is built utilizing a precise step-by-step process. The key steps that Growth Strategies & Empire Research Team undertakes are:

1. Consultations with you to explore and analyze your company, your marketplace, competition, and the issues that are 'road-blocking' your ability to acquire customers.
2. Develop, present and review with you the story objectives, definitions of current and new buying criteria, and the topical outline of your Executive Briefing.
3. A research and investigation plan to search and gather the information that will alter current buying criteria and your position in the marketplace.
4. Extensive research that provides data, statistics, investigative studies, market research and conclusive information to support the key Executive Briefing topics, and to set up new buying criteria.
5. Analyzation and construction of the research and information to define, prove, and demonstrate the key topics of the story.
6. Composition of the Executive Briefing resulting in a logical, emphatic and decisive discussion of the key topics.
7. Corresponding pictures / images that brings the story to life in a 60 – 80 panel PowerPoint document with dramatic copy, graphics and photography.
8. Final review and polishing of the story to insure a 'read friendly', coherent, and compelling presentation.

9. Production and delivery of the Executive Briefing. Your Executive Briefing will be 'packaged' in a Master version. From this Master story, you can create an e-mail, slide show, printed and web versions, along with other formats. With these functions you can immediately reproduce and deploy your story in virtually every possible method.
10. Additional applications – Growth Strategies & Empire Research Team will consult with you for additional strategies of deploying your Executive Briefing message and content. Additional sources for you to utilize the researched message may be: sales letters, sales scripts, company brochures, website content, verbally, telemarketing campaigns, industry articles, press releases, etc.

Growth Strategies & Empire Research Team

Growth Strategies helped found Empire Research Team, and since become a unique company that has broken through the barriers of information, time, technology, cost, and research methodology. Growth Strategies & Empire Research Team produces the incredible business tool known as the EXECUTIVE BRIEFING or ORIENTATION. The Executive Briefing is a fresh, new approach to your company's positioning and leadership in the marketplace.

Growth Strategies & Empire Research Team combines two key elements: world-class strategic expertise and front-running information technology.

Growth Strategies & Empire Research Team runs at the frontiers of the information age, with capabilities to access most of the information in the world on any given topic.

The group goes to work organizing, interpreting and working the information. When clarity and purpose have been developed from the information bank, we then create and present compelling concepts and conclusions.

These concepts and conclusions are then applied to the client, redefining their markets' buying criteria, and uniquely positioning them as the clear, stand-alone, superior choice.

The commitment is a team dedicated to masterful research and data manipulation with an energetic approach to a creating compelling story. The Growth Strategies & Empire Research Team's process is complex, hyper-strategic, elegant and creative. It works.

Timing

Growth Strategies & Empire Research Team develops Executive Briefings, start-to-finish, typically within a 60 day time frame.

Investment

There is a fixed, economical, all-inclusive price of an Executive Briefing. This price includes all of the steps and tasks to create an Executive Briefing, and the delivery of your Executive Briefing.

Next Step – Initial Discovery Session

To explore the dramatic results that an Executive Briefing will produce, and have a personal consultation to determine if it's right for you, contact our CEO, Stephen H. Jones, to set up a phone appointment.