

VISION FULFILL

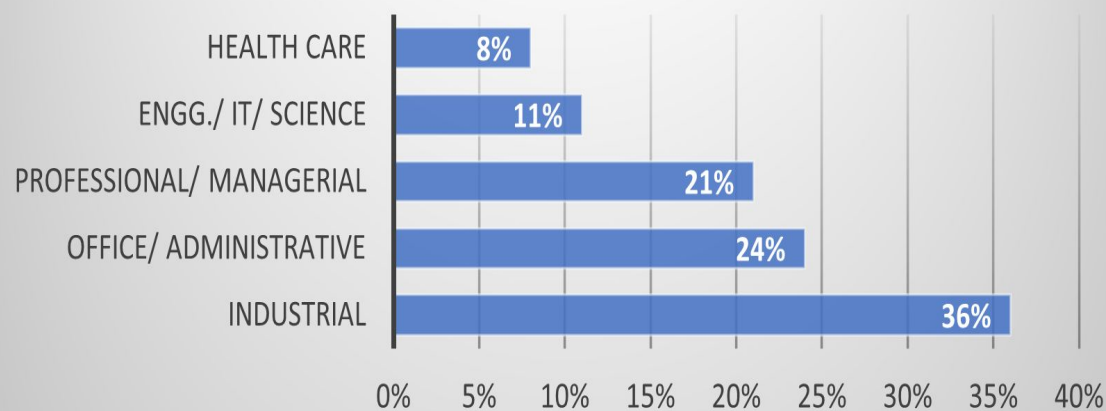
DIGITAL CONSULTING

EXPANDING HORIZONS
FOR

CROWNING
CONSULTING
STAFFING AGENCY

Staffing Industry Statistics

Staffing employees work in virtually all occupations in all sectors



| | Industrial | Office/ Administrative | Professional/ Managerial | Engg./ IT/ Science | Health Care |
|---------|------------|---------------------------|-----------------------------|-----------------------|-------------|
| Series1 | 36% | 24% | 21% | 11% | 8% |

- Most staffing employees (73%) work full time
- One in five (20%) cite schedule flexibility as a reason for choosing temporary/contract work
- In the U.S., there are about 25,000 staffing and recruiting companies, which altogether operate around 49,000 offices
- Approximately 56% of companies and 76% of offices are in the temporary and contract staffing sector of the industry
- While staffing industry growth has outpaced overall economic and employment growth, it employs only about 2% of the U.S. nonfarm workforce

*Source: <https://americanstaffing.net>

Staffing In Michigan State

Staffing Firms Employed 732,100 Workers in Michigan

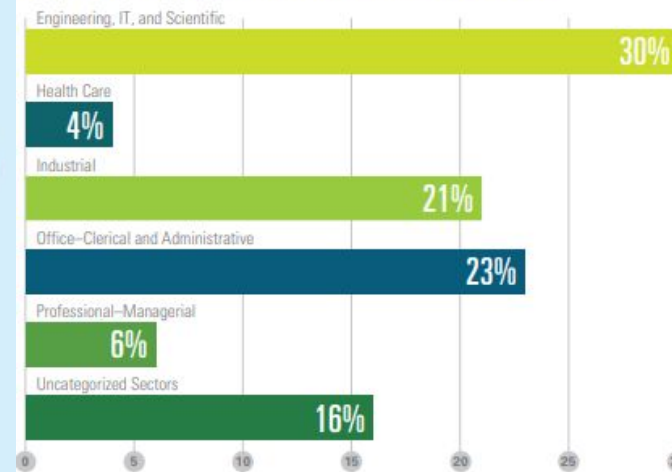
U.S. staffing agencies assign millions of people to millions of jobs every business day.



AT A GLANCE: Michigan Staffing Statistics

- Average temporary help workers each week: 142,200
- Annual employment: 732,100
- Average annual earnings per job: \$35,900
- Total annual sales: \$6.2 billion
- Estimated number of offices: 1,310

Michigan Temporary Help Sales by Sector



National Staffing STATISTICS

- Average temporary/contract employees each week: 3.1 million
- Average tenure: 10 weeks
- Annual employment: 16 million
- Average annual earnings per job: \$41,500
- Temporary/contract staffing sales: \$136.7 billion
- Estimated number of offices: 38,000

*Source: <https://americanstaffing.net>

Staffing Statistics - Industrial Sector

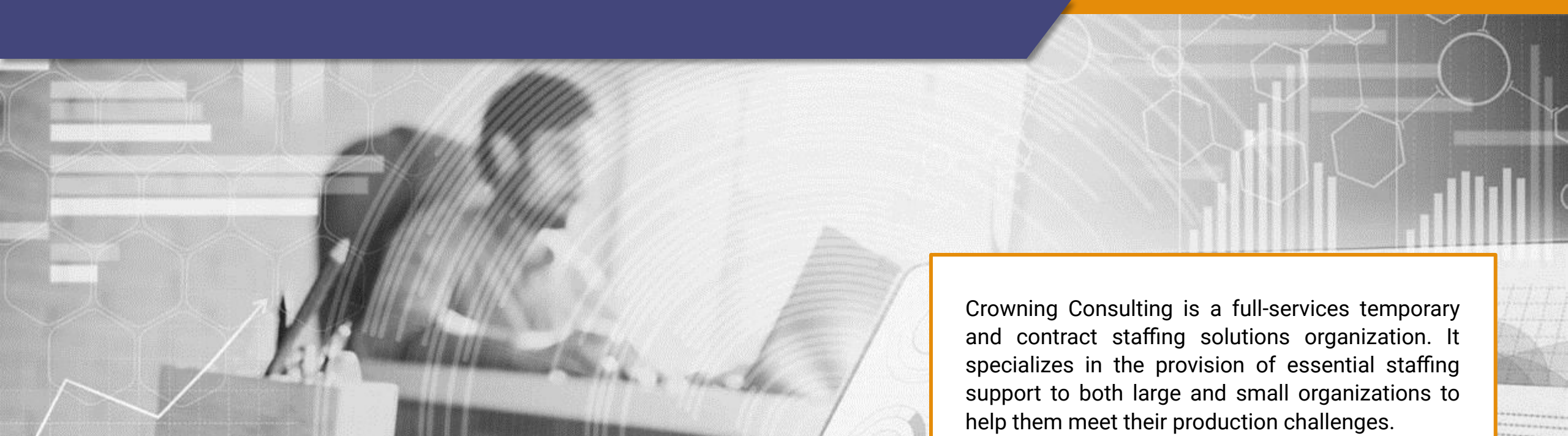


*Source: <https://americanstaffing.net>

Michigan Manufacturing

- Jobs Growth
 - Manufacturing directly employs more than 635,700 individuals in Michigan
 - Manufacturers in Michigan account for 19.2% of the state GDP — sixth highest in the nation
 - Michigan's 9.9% drop in unemployment since June 2009 is the largest improvement of any state
 - Employment in Michigan's manufacturing sector has increased by more than 205,000 jobs since the state's June 2009 — an increase of 47.7 percent in 10 years
 - Michigan accounts for 22% of all U.S. auto-related jobs
 - For every one worker in manufacturing, there are another four employees hired elsewhere
- Need For Talent
 - Over the next decade, nearly 3½ million manufacturing jobs will likely be needed, and 2 million are expected to go unfilled due to the skills gap
 - Engineering is just one example of the high skill level required for many advanced manufacturing careers — 40% of all engineers in Michigan are employed by a manufacturer
 - Women represent approximately 25% of manufacturers in Michigan

*Source: <http://mimfg.org/About/Michigan-Manufacturing>



Crowning Consulting - We believe in delighting our clients

Crowning Consulting is a full-services temporary and contract staffing solutions organization. It specializes in the provision of essential staffing support to both large and small organizations to help them meet their production challenges.

Vision is to be recognized as a specialized, strategic and professional human capital partner offering sustainable talent solutions to our clients.

Mission is to enhance value for our people and clients (and their businesses) to help them further their goals. We strive to help organizations achieve their human capital goals by helping them in capacity building through bringing them together with top talent on a common platform where each can evolve and excel.

Let's Get A Reality Check



PROBLEM STATEMENT

How to fill sales funnel with qualified leads and create brand equity for inbound funnel leads?

SUGGESTED SOLUTION

VFDC to help Crowning Consulting generate qualified leads in the short-term through both offline &- Online mediums while working in parallel to create Brand Awareness & Recall for steady flow of inbound leads.

Know Your Customer

'Identifying' your target customer and **'Knowing'** them like about their interests, demographics, profession and more are two different things

In B2B scenario, such as for Crowning Consulting, it is more imperative since there may be dichotomy in 'Actual user' and 'Influencers' or 'Decision makers'.

Hence, to design any customer outreach campaign and create a sales pitch, we will need to create some **'Buyer Personas'** which will include everyone potentially impacted:

- Primary & Secondary User Personas
- Influencers & Decision makers

A Buyer Persona is a semi-fictional representation of your ideal customer based on market research and your data about existing customers.



Buyer Persona Example



Name & Age: James Smith, 48

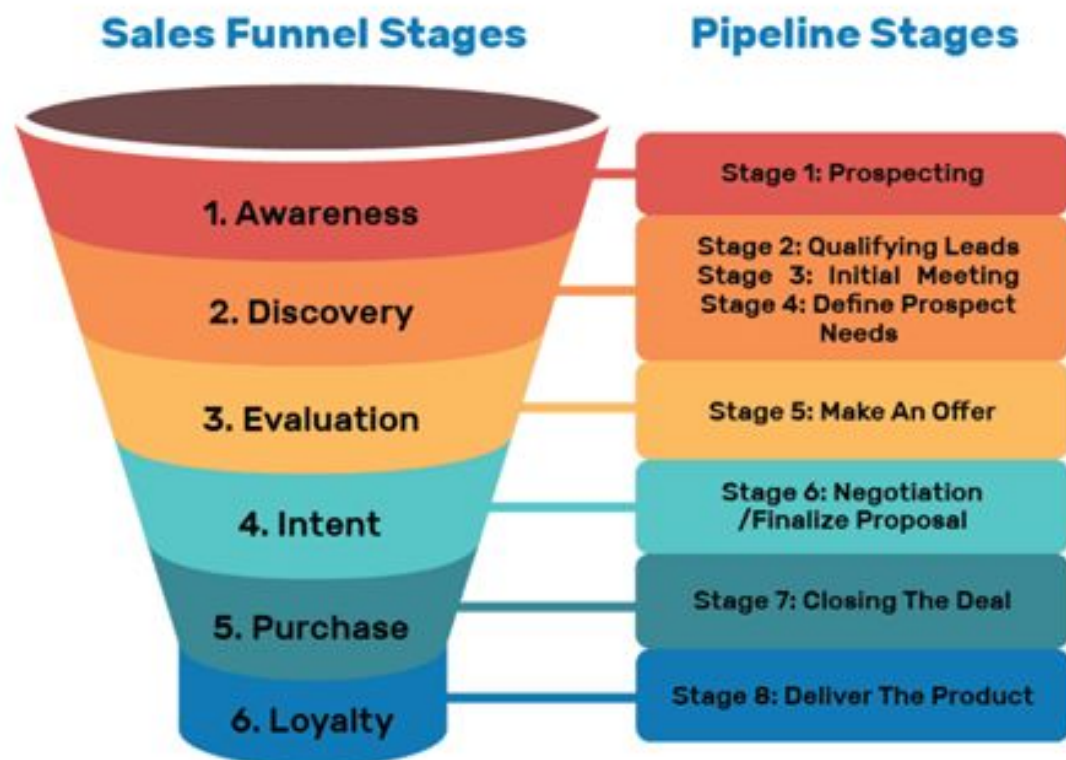
Designation: Production Manager

Organization: XYZ Auto Components, LLC

Location: Detroit, MI

| | | |
|--|--|---|
| <p>Engineering Major Started his career as a Floor Manager and has risen up the ranks.</p> | <p>An ardent movie buff. Loves to travel to off-beat locations & prefers homestays.</p> | <p>Hard negotiator & result oriented.</p> |
| <p>Education & Career</p>  | <p>Hobbies & Interests</p>  | <p>Skills & Expertise</p>  |
| <p>Heads the manufacturing operations of the factory. Reports to MD and has 4 floor managers in his team.</p> | <p>Biggest woe is to run full capacity & get maximum output at the minimum cost.</p> | <p>Manpower availability at the right cost is the biggest barrier.</p> |
| <p>Designation & Team Structure</p>  | <p>Pain Point & Challenge</p>  | <p>Barriers & Fears</p>  |
| <p>100% Efficiency, Faster Order TAT, Cost Reduction</p> | | |
| <p>Success & KPI Metric</p>  | | |

The Buyer – Seller Journey



Sales funnels can have anywhere from 3 to 7 stages depending on the nature & complexity of the product or service being sold.

Every stage that a prospect/ buyer goes through provides enough scope for a seller to engage with him/er.

What matters is the to be 'present' at the right place, at right time with right product/service and right communication.

Crowning Sales Journey – with VFDC

We identify the following stages in Crowning's Sales Funnel

- Awareness
- Discovery
- Evaluation & Engagement
- Intent
- Action
- Loyalty & Advocacy

| Funnel Stage | Definition & Explanation | Result | Suggested Owner |
|------------------------------------|--|----------------------|-----------------|
| Awareness | 1st stage in a buyer's journey where you make the buyer aware of your brand's product or service | Broad Lead | VFDC |
| Discovery | Now that people are aware of your product educate them as to how it works and how it can improve their lives | Qualified Lead | VFDC |
| Evaluation & Engagement | In this stage you evaluate if the prospect needs your product or service or not. If they need your product or service, then you must engage them with purpose of convincing them to make a purchase decision. | Demo, Sales meeting | VFDC+Crowning |
| Intent | At this point leads are ready to make a purchase. They just need a little reassurance that your product or service is the most suitable option for them. | Proposal submission | VFDC+Crowning |
| Action | This is the stage where a prospect or lead converts into a buyer. | Purchase Order | Crowning |
| Loyalty & Advocacy | A customer's life cycle does not end with a purchase. It only begins there. After a prospect becomes a customer, you have an opportunity to upsell, cross sell & make them your advocates to convince future leads to convert. | Upgrade, Testimonial | VFDC+Crowning |

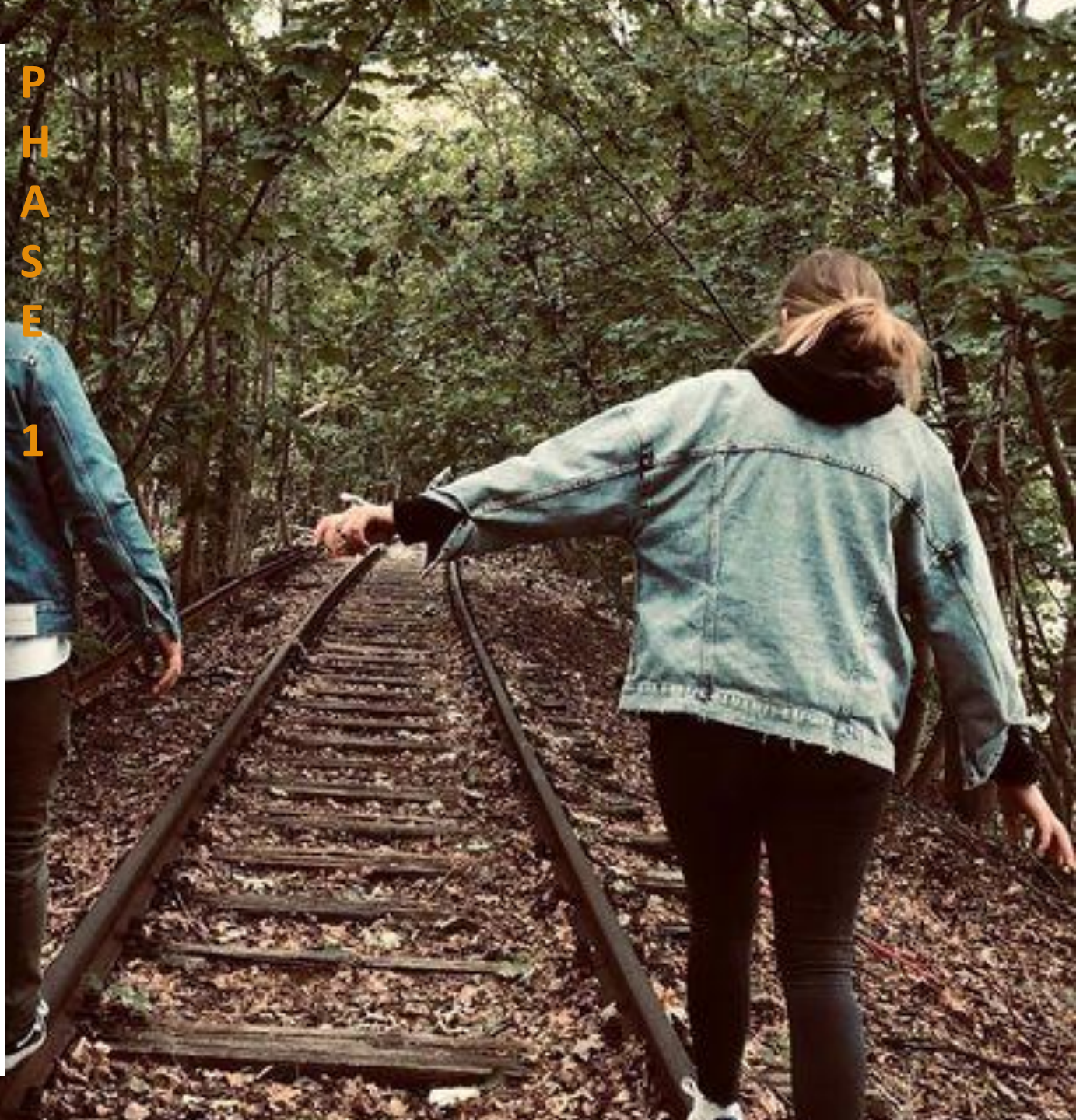
PROPOSAL:

To generate leads, create brand visibility and increase consumer engagement with the brand, thus, creating a strong lead funnel over a 12 month period.

DELIVERABLES:

Well Defined Buyer Personas | Brand Identity | Suitable channels for outreach | Budget Allocation | Goals & KPIs

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Phase I – Starting point

VFDC will work with Crowning to create a strategy keeping in mind the buyer journey described above.

Additional inputs required from Crowning are:

- What problem is Crowning solving for the market?
- How does Crowning set itself apart from the competition?
- In it's opinion, what are the best customer outreach channel for Crowning?
- What budget/ spending can Crowning allocate to outreach activities?
- What are they currently doing or any activity taken in past for brand visibility?
- Define goals & KPIs that will be used to measure progress of VFDC & Crowning.
- Create & fine tune the buyer personas based on answers to 1-3
- **Client Response Sheet**

Upon receipt of satisfactory inputs on all the above Vision Fulfill Digital Consulting, LLC will submit a lead generation, marketing, & brand building strategy to achieve Crowning's goals successfully.



Phase I – Commercials

To create an end-to-end lead generation, marketing, & brand building strategy for Crowning Consulting for the North American region starting with Detroit, MI.

One Time Cost of Vision Fulfill
Digital Consulting

Standard: \$5000

But 





Phase – II : Execution of Phase I Strategy

- Social Media Management:
Engagement, Activation, Posts
- CPC Ad Campaign Management:
Leads generation, Targeted positioning



- Content Management:
Across all platforms
- Customer Communication:
Pre and Post Sales Communication

We Are Not
Consultants

We Are Your
Partners In Growth



Embrace The Transformation Accept the Change

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