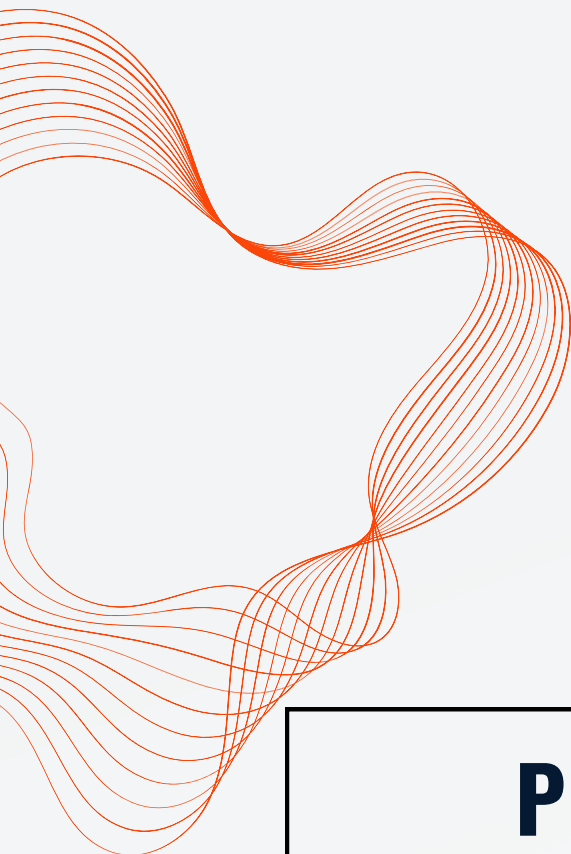




DEZIGN186.INC



FOR THE

**PROFESSIONAL
CREATIVES**

WWW.DEZIGN186.COM



CONTENT

01

ABOUT US

02

THE FOUNDER

03

OBJECTIVES

04

ACTIONS

05

PICK THE MARKET

06

MARKETING 3/9

07

FIND THE 20%

ABOUT US



At DO, we're all about making things happen. Our team of creative thinkers and doers work closely with each brand to turn visions into reality. From crafting stunning designs to analyzing data, we're passionate about creating strategies that get real results. You can count on us to be your reliable partner every step of the way.



A small team at Purpose fosters communication, enhances efficiency, and delivers high-value services to VIP clients without charging excessive rates.



Creative Agency

Organize-Systemize-Grow

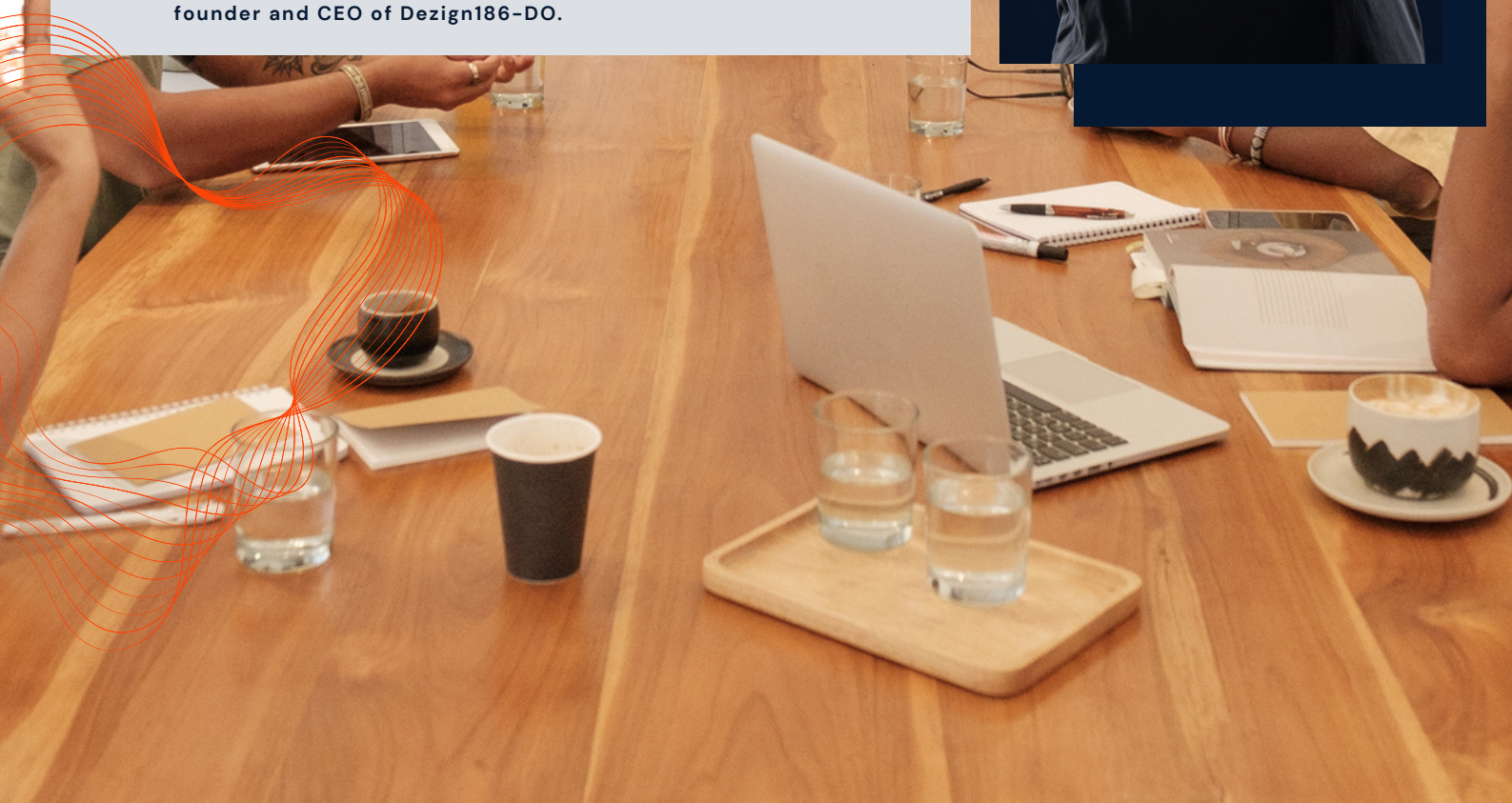
THE FOUNDER



Abdulwahab Ali is a Creative Leader who prioritizes human-centric products and seamlessly blends creativity and business. With a background in both science and art, he leads his team's creative efforts while maintaining financial stability. AlZamel believes that innovation arises when creative and business disciplines work together, encouraging individuals to think beyond conventional boundaries and solve problems in unique ways.



ABDULWAHAB has a Diploma in Electrical Engineering and a Bachelor's Degree in Mechanical Engineering, specializing in Design and Manufacturing from the USA. He has held positions as Team Leader, Supervisor, Chief of Operations, COO, and Head of Business Development Department. In 2020, he was honored as an Industrial/Product Designer by Sabah Al Ahmad Center for Giftedness and Creativity, and certified as a Creative Leader and Business Developer by One Leap of UK. He also served as a member of the judging committee for TIM competition in 2019 and is the founder and CEO of DeZign186-DO.



OBJECTIVES

Objective n° 1

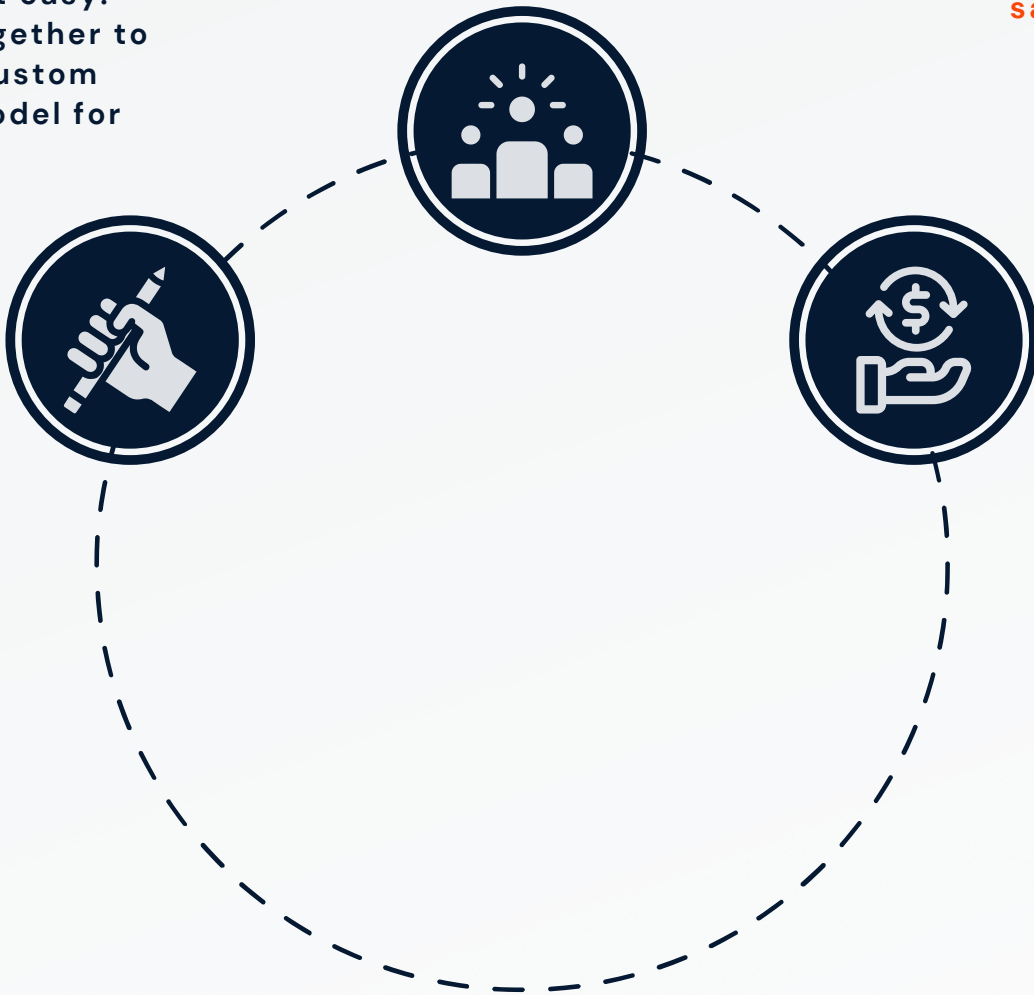
Developing a successful **business model** can be daunting, but fear not! I am here to guide you through the process and make it easy. Let's work together to create a custom business model for you.

Objective n° 2

The image and voice of a business lies in its **marketing**. It is essential to master this aspect to keep the business thriving.

Objective n° 3

Sales are vital for a business's survival, acting as an oxygen generator. I can assist you in maintaining a consistent flow of **sales**.



ACTIONS

you



- Understanding yourself better allows you to identify what truly matters and drives your success.
- Whether you're a technician, entrepreneur, or manager, selecting the right partner or building a team depends on finding individuals whose strengths complement your own.

Tips for Navigating Change and Keeping Your Customers Happy:

- Be aware that change is inevitable. Keep a close watch on the market and adjust as necessary to stay ahead of the curve.
- While it's important to listen to your loyal customers, don't be reactive in your approach. Instead, be proactive and anticipate their needs to keep them satisfied.

Market



WHO ARE YOU?

3 Business Personalities



- Visionary, Dreamer, Innovator
- Lives in the Future
- Craves control & change
- Ideal for driving the business

ENTREPRENEUR



- Pragmatist, Planner, Organizer
- Lives in the Past
- Craves order & structure
- See problems & clings to status quo
- Ideal for business sustainability

TECHNICIAN



- Doer, Tinkerer
- Lives in the present
- Likes to immerse in work and the nuts & bolts
- Disinterested in grand visions & systems
- Ideal for execution

MANAGER



TYPICAL OWNER

The average business owner is 70% technician, 20% manager, and 10% entrepreneur, resulting in a business that is entirely dependent on them and requires constant attention. They tend to avoid tasks they dislike or cannot perform, rather than delegating them.

70%



TO SUCCEED

Engaging the dreamer, realist, and critic personalities in business is essential for success. Prioritizing business needs over personal desires is crucial for business owners. here's your main three responsibilities

Find the best way to engage and meet customers' needs

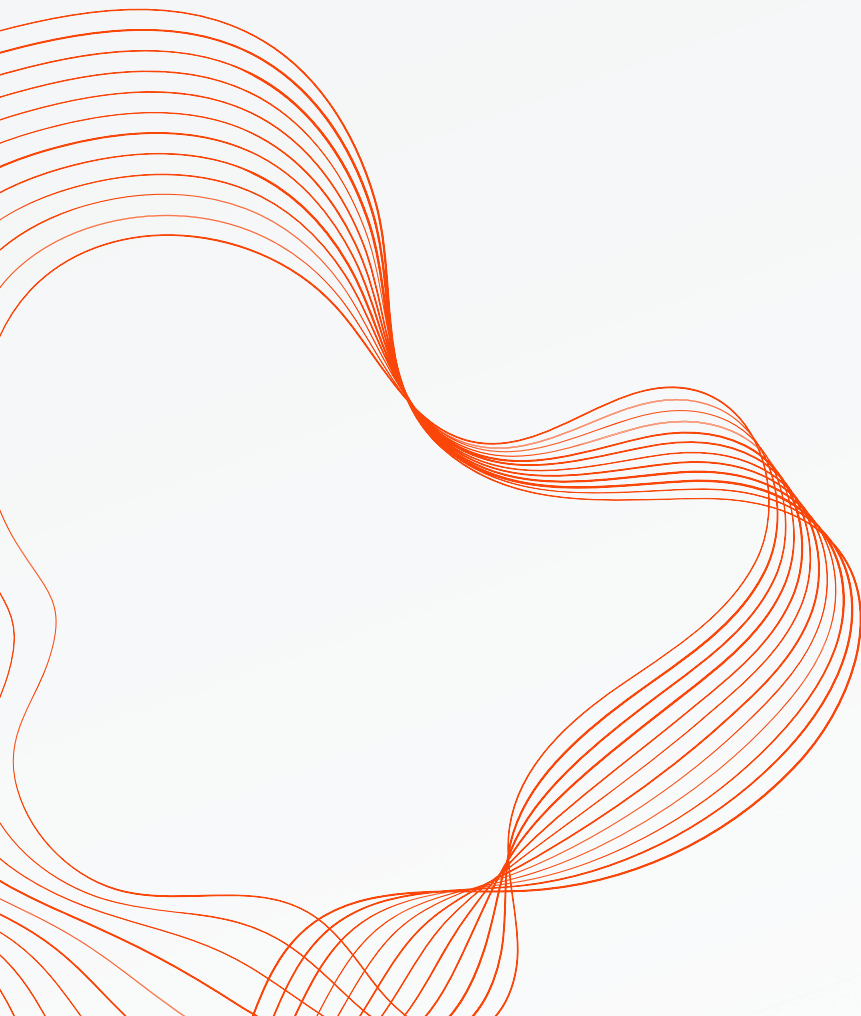
INNOVATE

Track your business metrics to evaluate effectiveness and identify areas for improvement.

QUANTIFY

Achieving Optimal Results Through Consistent Replication of Best Practices

ORCHESTRATE



PICK THE MARKET

Choosing the Right Market/Niche: Pain Points, Purchasing Power, Targeting Ease, and Growth Potential.



01

PAIN

When selling to potential customers, emphasize the problem or pain point rather than the solution. By drawing attention to the issue, you can offer a solution that the customer may not have considered before.

02

P.O.P

The purchasing power of individuals greatly affects sales as people in "buy-mode" are more open to influence and persuasion, leading to swift and profitable transactions.

03

TARGET

Targeting easy-to-find individuals or groups can save time, effort, and money for a sustainable business.

04

GROWING

To increase your odds of long-term success and competition, ensure that the market you enter is in a growth phase.

FIND THE 20%

The 80/20 rule suggests that 80% of revenue comes from 20% of clients. Focusing on this 20% can help cultivate loyal customers.

80%



MARKETING 3/9

Marketing plans go through three main phases. Ph.1 before knowing you, Ph.2 during the relationship with you, Ph.3 after paying you.

- 1-Identify your target clients.
- 2-Craft a specific message for them
- 3-chose a way to reach them (online/offline) 3-5 ways to reach them

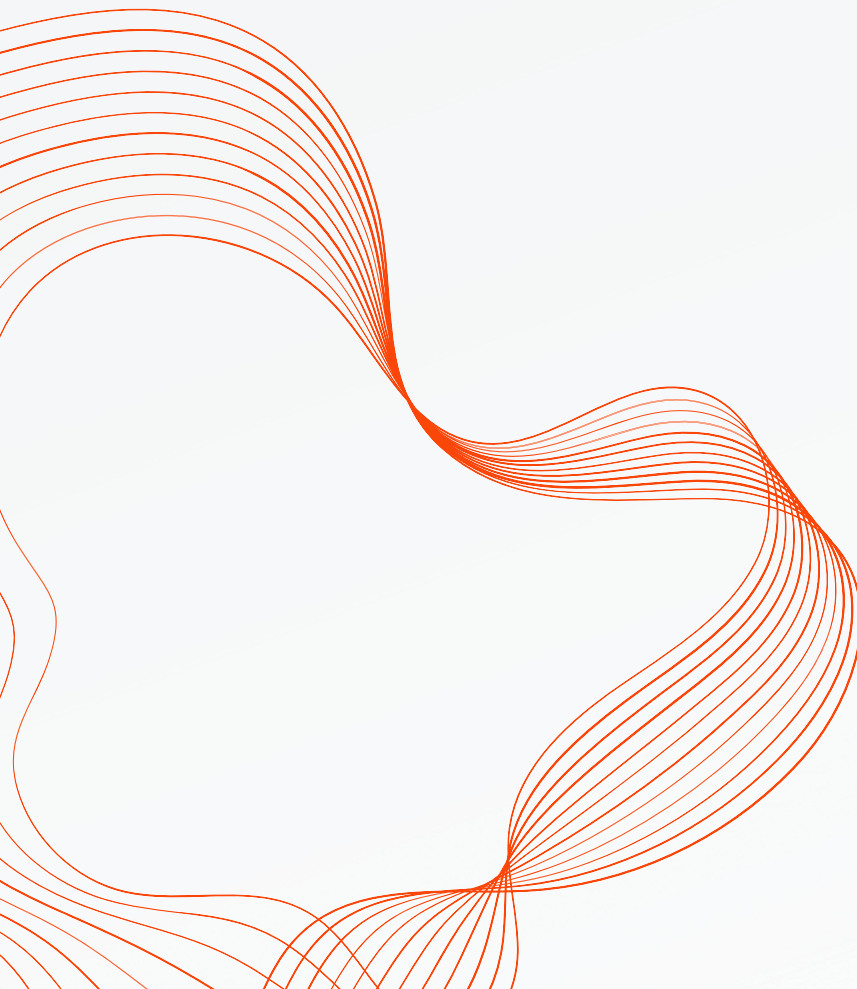
PH1.BEFOR

- 1-Decide on how to build the relation with your leads (CRM).
- 2-Build the trust and the liking.
- 3-Convert those leads to sales and build the map

PH.2 DURING

- 1-Aim to deliver unique experiences to keep them coming back to you.
- 2-Turn them to loyal clients (VIP packages)
- 3-Ask for referrals

PH.3 AFTER



SALES STEPS

Clearly state the problem

The primary objective of any advertisement is to clearly articulate the problem your business aims to solve or help others solve.



Show your uniqueness

To stand out and attract leads, offer a compelling reason why your product is the solution to their problem.



STRATEGIES



Listen, listen, listen. the more you understand your prospect the more you can help them accurately. Plus, it will show that you care and really wants to help not just looking at their wallets

STRATEGY N°1



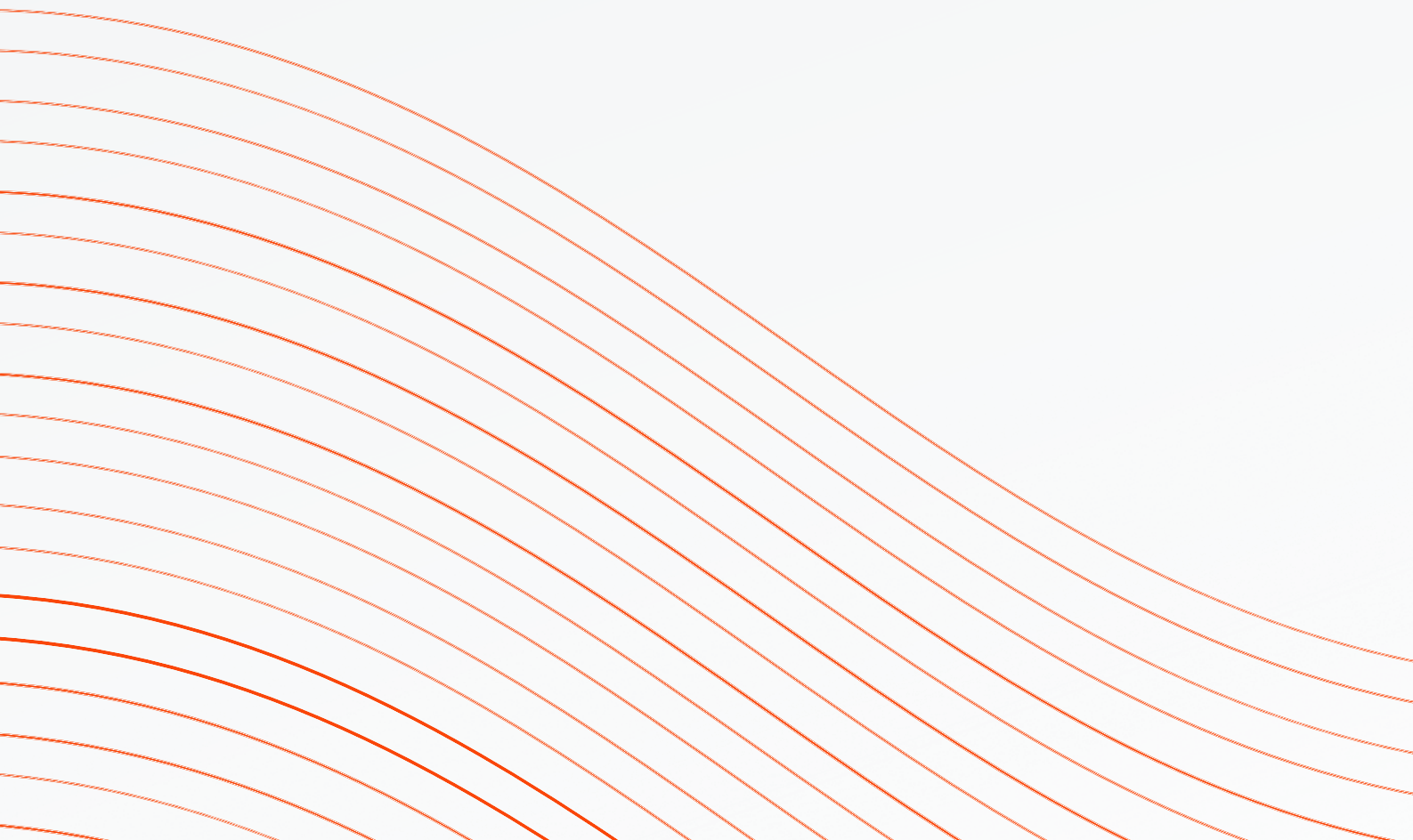
Based on your time and expertise in the topic, educate your prospects and put your brand on an authority position. Let them feel and trust that you're the go to person when in need

STRATEGY N°2



To close deals effectively, simplify choices offered to clients and provide a clear call to action, as too many options can lead to confusion and indecision

STRATEGY N°3

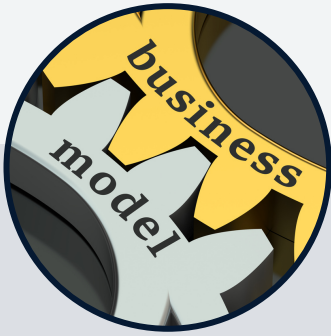


SALES AS OXYGEN

- Sales teams represent your brand in the market, acting as the first point of contact with customers for your product or service.
- To enhance their plans, marketers need to be aware of what's effective and what's not, so keep your sales team and marketers in close proximity to each other.



SUMMERY



Business Model

Keep improving it. Regularly



Marketing

Remind them of your existence



Sales

Is your business OXYGEN



DEZIGN186-DO

THANK'S FOR INVESTING

We are grateful for your investment of time, money, and effort with us. Your contribution is highly valued, and we hope to continue our partnership as we strive for greater success. Looking forward to seeing you at the next level!

