

How we build it

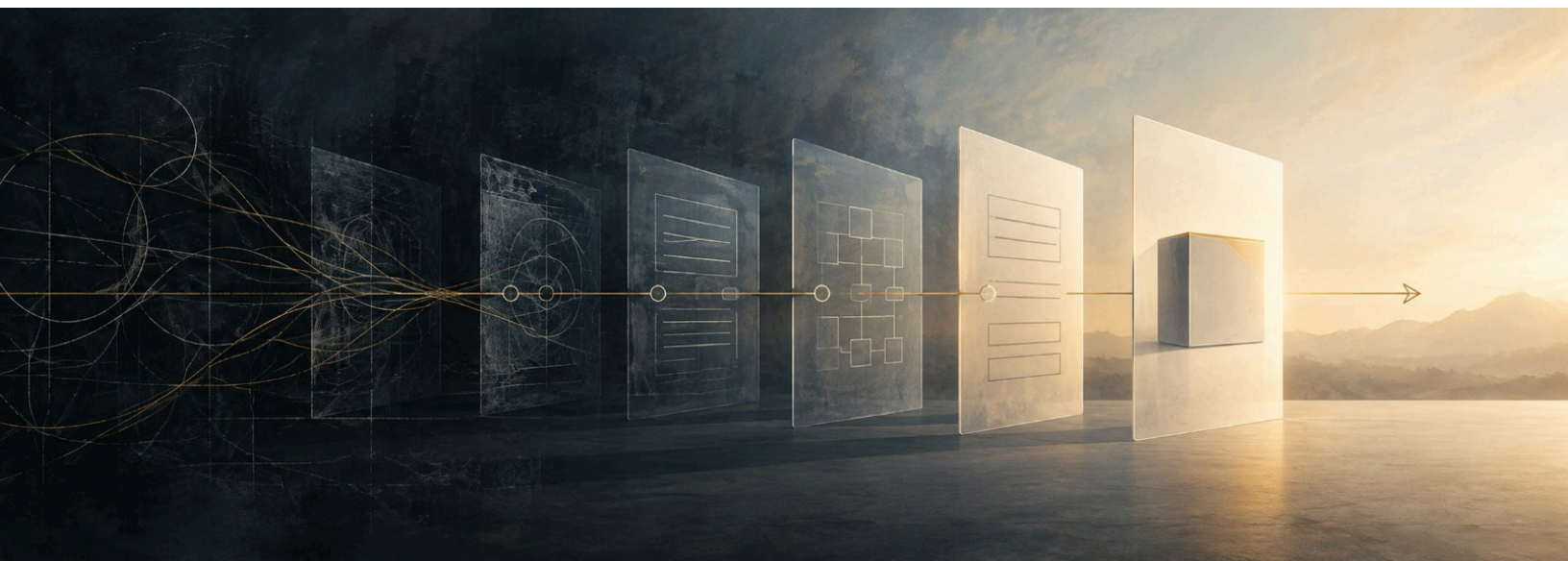
From product idea to go to market system

Leadership has a concept for a new product. There is no finished unit, no final specification, no sales process and no launch audience. We build the go to market system that makes the product something the business can position, explain, sell, track and operate.

9

STEPS, REUSABLE ON THE NEXT LAUNCH

BROCHURE • WEBSITE • SALES DECK • EMAIL CAMPAIGN
CRM ARCHITECTURE • PIPELINE • REPORTING • TRAINING



What we start with

An idea and a sales goal. Nothing else is in place.

A client arrives with a concept for a more focused product and a sales number attached to it. There is no finished product waiting to be launched.

There are no final specifications. No engineering drawings. No production unit. No product photography. No finished sales process. No dedicated CRM workflow. No launch audience.

We help turn the idea into something the business can explain, sell, support and measure.

NO FINISHED PRODUCT

The first unit does not exist yet.

NO FINAL SPEC

Key product details are still in flux.

NO DRAWINGS OR PHOTOS

There is no finished visual product story.

NO GO TO MARKET SYSTEM

No dedicated sales process, CRM workflow, campaign structure or reporting exists.

NO LAUNCH AUDIENCE

The prospect database still has to be built, cleaned, attributed and activated.

ONE BUSINESS GOAL

Give sales what it needs to sell the product.

The problem we solve

The business needs more than a campaign. It needs a product story and a system to sell it.

DEFINE THE PRODUCT

We translate a broad leadership idea into a coherent customer facing offer: who the product is for, what it includes, what a focused configuration actually means, what keeps it recognizably theirs, how to talk about price and value, and where the product boundaries sit.

The strategy lands on one line the whole business can repeat.

BUILD THE MARKET STORY

We turn that definition into a usable customer story.

POSITIONING

PROOF POINTS

BUYER BENEFITS

VISUAL DIRECTION

PRICE POSTURE

SALES LANGUAGE

CALLS TO ACTION

BUILD THE COMMERCIAL SYSTEM

Then we build the infrastructure underneath the message.

LEAD ARCHITECTURE

OPPORTUNITY ARCHITECTURE

PIPELINE

OWNERSHIP

CONVERSION

CAMPAIGN ATTRIBUTION

REPORTING

AUTOMATION

TRAINING

LEAD POPULATION

The job is not to launch a campaign. The job is to make the product commercially real.

The short answer

We build the go to market system while the product itself is still taking shape.

We start with the sales ambition and work backward. First we help define what the product needs to mean to the buyer. Then we create the product story, the customer facing tools, the demand engine, the CRM architecture, the sales workflow and the reporting needed to support it.

The work moves in parallel because the product, the message and the commercial process all take shape at the same time.

THE RULE

If a decision does not help define the product, help a customer understand it, help create demand, or help sales move an opportunity forward, it does not belong in the system.

The stack

Visible to the buyer. Operational inside the business.

01

Product definition

Turn the leadership concept into a clear customer facing offer.

02

Positioning

Define the buyer, value proposition, message hierarchy and product boundaries.

03

Customer facing tools

Brochure, website, sales deck, email and supporting campaign assets.

04

Demand

Identify, clean, attribute and activate the audience.

05

CRM

Lead layout, opportunity layout, conversion mapping, ownership and automation.

06

Sales pipeline

Stages, unit count, amount logic, handoff context and reporting.

07

Marketing automation

Create the audience structure needed to launch and nurture.

08

Training and governance

Teach the operating rules and make the workflow repeatable.

We do not own engineering or product development. We own the commercial definition gaps: the unanswered questions that stop sales from positioning and selling a product.

The method

Nine steps, reusable on the next launch.

1 Start with the business outcome.

Sales ambition, target buyer, timing, and what sales must be able to do next. Not “we need a brochure.”

2 Define the product before you market it.

Find the commercial definition gaps and close them. What is confirmed, what is still moving, what is unknown.

3 Understand the buyer and the buying problem.

Answer the questions they are actually asking, including cost, fit, limitations and tradeoffs.

4 Build one clear positioning system.

One message hierarchy every channel and every seller can repeat without translating it.

5 Create the customer facing tools.

Only the tools the sale actually needs. Same voice across brochure, website, deck and email.

The method

Steps six to nine.

6 Build the revenue infrastructure underneath them.

The CRM should reflect how the team actually sells. Automate the calculations, naming and routing that repeat.

7 Load the system with real demand.

A clean workflow with no audience is just infrastructure. Build the list, dedupe it, attribute it.

8 Train ownership and handoff.

What we own, what sales owns, when a lead moves, what qualified means, and what must survive the handoff.

9 Measure the entire path to revenue.

Do not stop at opens, clicks or leads. Follow the path into opportunities and wins.

What we ship

The strategy becomes real customer facing tools. Print and presenter first.

FRAZER
FOUNDATION
Proven Mobile Healthcare,
a more focused configuration.

A clearly defined 12-foot Type I mobile healthcare vehicle
for value-conscious providers.

Foundation combines proven Frazer construction,
a provider-focused configuration, and the features
that matter for demanding daily service.

252
What can 252 do for you?
Starting at \$52,000. Optional equipment
may add additional cost.

Available in standard red or white chassis paint colors.
Custom graphics packages available.
(Colors and graphics may require additional equipment.)

THE FEATURES THAT MATTER. ALREADY BUILT IN.

BUILT THE FRAZER WAY
Bright white powder coated, all-aluminum cabinetry. Stainless
steel work surfaces. A true 36-inch wide module. Cleanable
materials throughout, with no wood, MDF, or particle board in
the patient compartment. Built for demanding daily service
and designed with future remounting in mind.

ENGINEERED FOR PATIENT CARE
An almost 50-inch-wide aisle and center-mounted cot
create a spacious patient compartment with generous
access to both sides of the patient, while four caregiver
seating positions and dedicated climate control support a
practical, provider-focused workspace.

FOCUSED BY DESIGN
One defined configuration, with a focused set of options.
Decades of proven design behind it. A bright, open workspace
with supplies within easy reach, plus a cleaner path from
evaluation to purchase.

BACKED BY FRAZER
Our job doesn't end at delivery. Frazer is behind you with
technical help, parts, warranty support, service, and training
for your maintenance team.

FOUNDATION AT A GLANCE...

12' TYPE I
A proven, clearly defined
mobile healthcare configuration.

CHASSIS PLATFORM
Built around practical,
every-used design solutions.

INDEPENDENT SYSTEMS
Power and other independent
systems available.

ONE CONFIGURATION
A focused set of options designed
to simplify the ordering process.

**START YOUR FOUNDATION
CONVERSATION TODAY!**

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F

BROCHURE

A self contained leave behind that explains the product without a salesperson narrating it.

FRAZER
FOUNDATION
Proven Mobile Healthcare,
a more focused configuration.

A clearly defined 12-foot Type I mobile healthcare
vehicle for value-conscious providers.

Starting at \$252,000

BUILT THE FRAZER WAY
A focused configuration should not require a
step down in the materials that matter.

- All-aluminum cabinetry
No wood, MDF, or particle
board in the patient
compartment
- Stainless steel work surfaces

SERVICEABLE BY DESIGN
Cleanable materials throughout - designed with future
remounting in mind.

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SALES DECK

A presenter led tool that carries a live buyer conversation.

What we ship

The website: one page, first touch to request form.



WEBSITE

The full product page in one scroll: first touch product story, the offer at a glance, standard features, service commitment, and a request form that feeds the lead workflow directly.

WHAT THE PAGE DOES

Opens on price.

The hero leads with the starting price so the buyer can self qualify before contacting sales.

States the offer at a glance.

A few fixed claims, stated plainly.

Answers the questions.

Materials, layout and post delivery support.

Names the tradeoff.

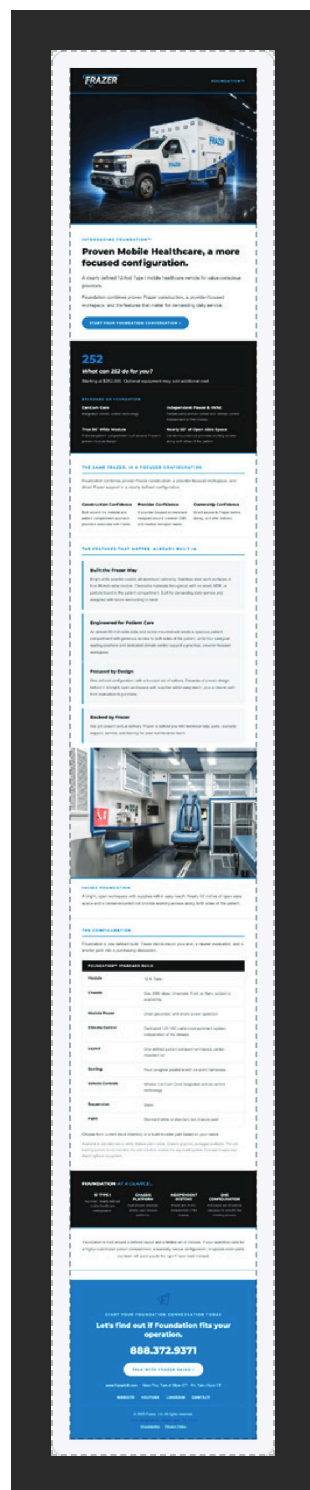
One defined configuration with a focused set of options, said out loud rather than buried.

Ends in a lead.

The request form writes straight into the lead workflow with campaign attribution attached.

What we ship

The email campaign: launch and nurture.



EMAIL CAMPAIGN

A direct activation layer tied to the prospect audience and built in marketing automation, so every send attributes back to the lead workflow.

WHAT THE CAMPAIGN DOES

Introduces the product.

Hero image, positioning line and the focused configuration promise above the fold.

States the number.

Price and the value frame carried over from the brochure and the website.

Lists what is standard.

The equipment and support a buyer would otherwise have to ask about.

Shows the build.

A full standard build table, so nothing is left to be discovered later.

Sets expectations.

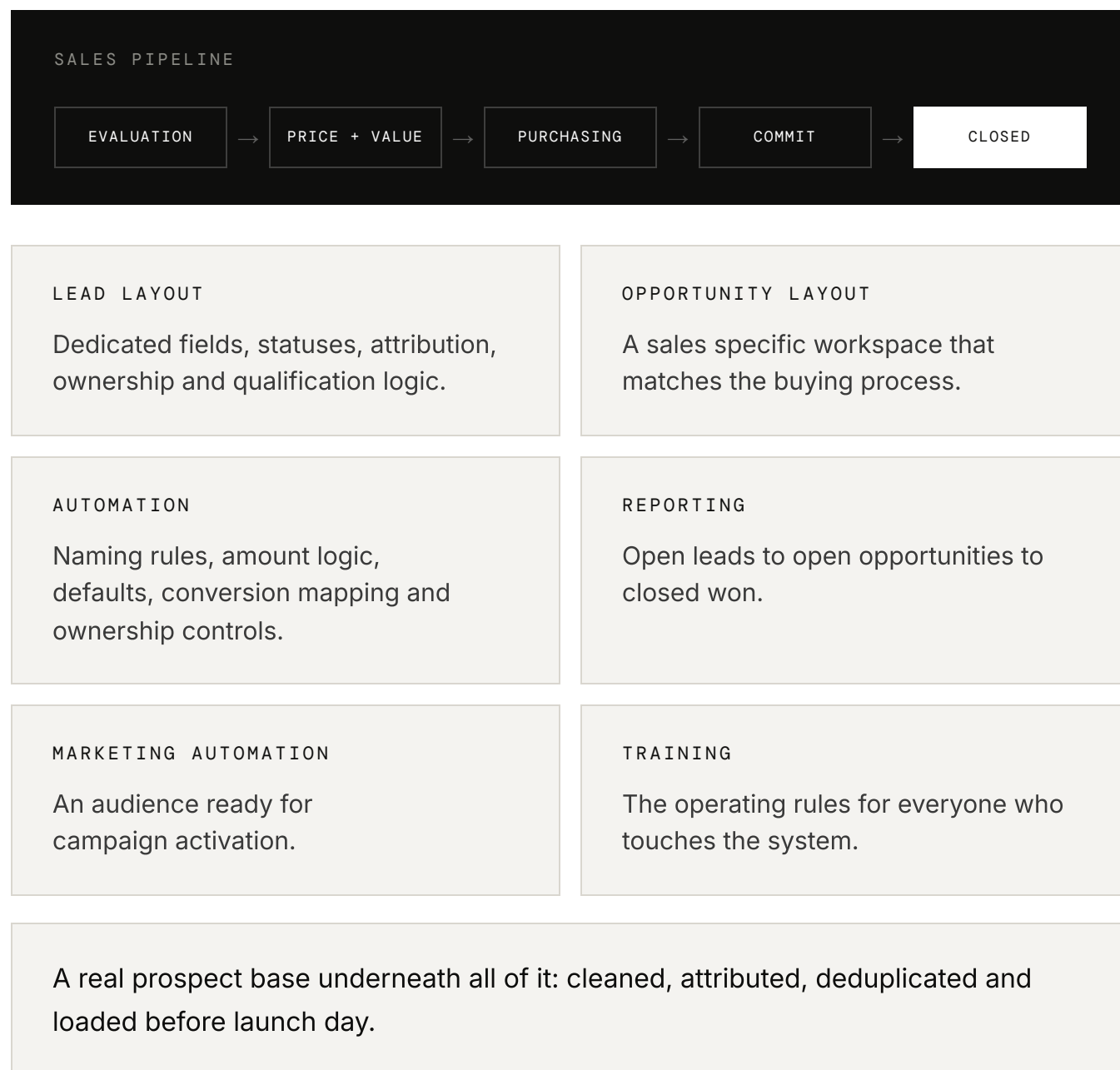
Says directly what the product is not: a defined layout and a limited set of choices, with a path to a custom project when the operation needs one.

Asks for the call.

One call to action, one phone number, one next step.

What we build underneath it

The operational half of the program.



What the work becomes

A product concept becomes a commercial system.

THE PRODUCT STORY

Positioning

Messaging

Brochure

Website

Sales deck

Email

THE REVENUE SYSTEM

Lead workflow

Opportunity workflow

Pipeline

Automation

Reporting

Marketing automation

THE OPERATING MODEL

Lead sourcing

Attribution

Training

Ownership

Handoff rules

A loaded audience

The customer sees one clear offer. Marketing can generate and attribute demand. Sales receives the right context. The CRM tracks what happens next.

Built. Launched. Operational.

9

STEPS IN THE METHOD

8

LAYERS IN THE STACK

4

PRIMARY CUSTOMER FACING ASSETS

One connected system

FIRST TOUCH → LEAD → OPPORTUNITY
→ PIPELINE

The launch is the visible part. The commercial infrastructure underneath it is the work.

The reusable playbook

Twenty four questions to answer on the next launch.

BEFORE WE BUILD

- 01 What business outcome are we trying to create?
- 02 What exactly is the product?
- 03 What is confirmed, still working, or not yet known?
- 04 Who is the buyer?
- 05 What problem are they trying to solve?
- 06 Why should they believe this offer is credible?

BEFORE LEADS ARRIVE

- 12 Where do leads go?
- 13 Which fields do we require?
- 14 Who owns them?
- 15 What makes a lead qualified?
- 16 What survives the lead to opportunity handoff?
- 17 What does the pipeline look like?
- 18 What does the system automate?
- 19 What do we report?

BEFORE WE LAUNCH

- 07 Is the positioning clear?
- 08 Are product boundaries clear?
- 09 Do sales and marketing tell the same story?
- 10 Are the brochure, web page, deck and campaign aligned?
- 11 Is there a defined call to action and next step?

BEFORE WE CALL IT DONE

- 20 Did we load the audience?
- 21 Is attribution working?
- 22 Did we train the team?
- 23 Can sales actually use what we built?
- 24 Can we measure pipeline and revenue?

THE TAKEAWAY

Start with the business goal.
Define what is missing.
Build the product story.
Build the tools.
Build the system underneath them.
Load it with demand.
Train the team.
Measure what happens next.

That is how an idea becomes a go to
market program.

GBS

Built for brands grounded in purpose.

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