



BoldHaus®

# Design Success Together

SAMPLE SLIDES ONLY

**CONFIDENTIAL & PROPRIETARY**

BoldHaus®

• A PLAYHAUS FOR SERIOUS BUSINESS OWNERS •



# Design Success Together



BEFORE the sale.



DURING the sale.



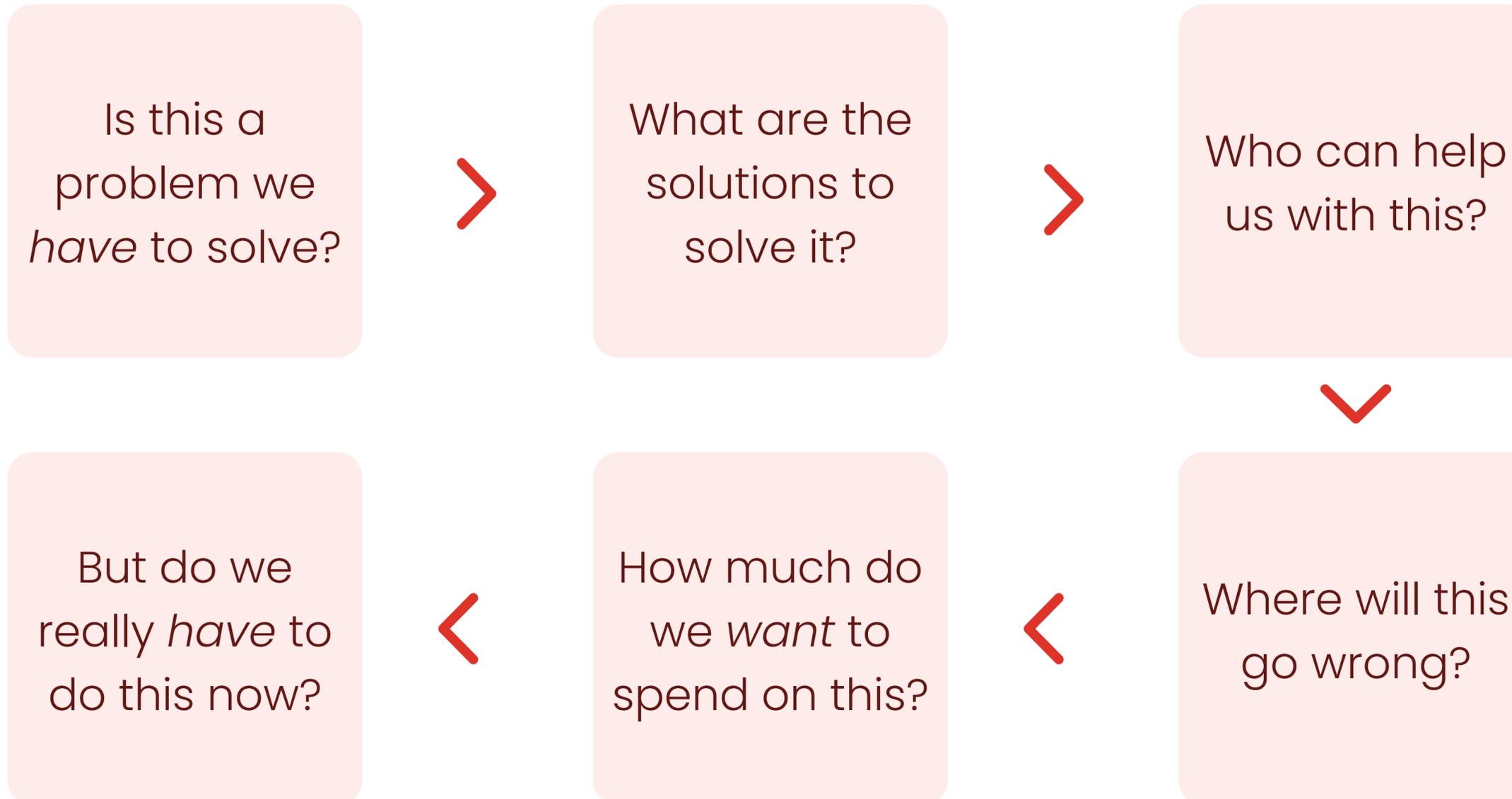
AFTER the sale.



Only *26%* of B2B buyers  
give sellers high marks  
for thought leadership.



# 6 Magical Questions B2B \*Decision Makers\* \* Are Always Asking Themselves





# Pair-Share Speed Round

Share Your 2  
Decision Maker  
Organizational  
Titles with a Partner



# Tower of Decision Maker Readiness

01% - 03% READY **NOW**

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05% - 15% READY **SOON**

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15% - 25% READY **LATER**

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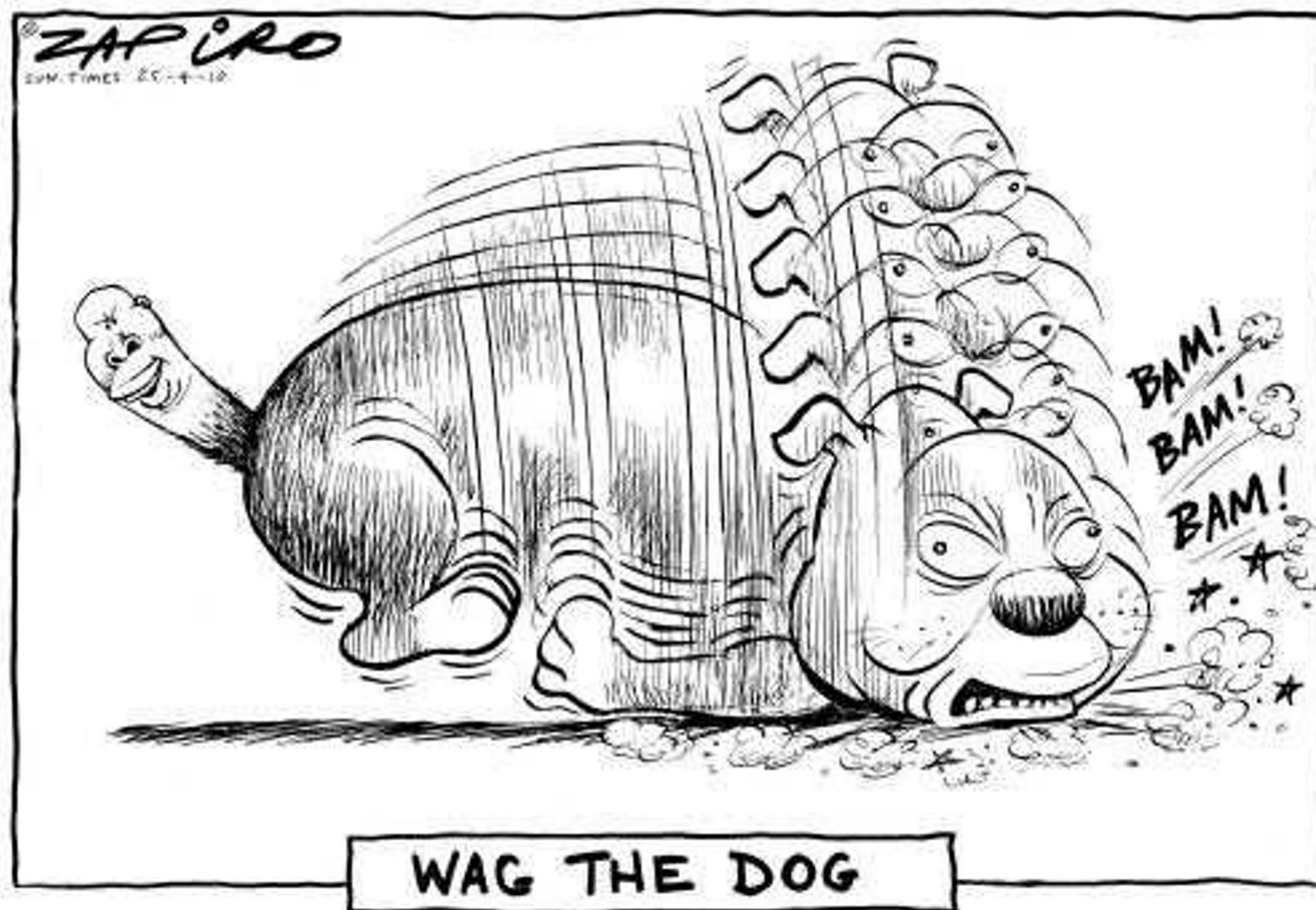
20% - 35% READY **WHEN**

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25% - 35% READY **NEVER**

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CAN'T  
LET THE  
*“tail wag  
the dog”!*





*Only 36%* of B2B buyers  
say their initial  
interaction with an  
expert or service provider  
is a good one.

# BoldHaus 5-Part Proven Process

Prospect  
Initiates



Set Process

Right Fit

Credibility &  
Capabilities  
Briefing

Needs  
Discovery

Co-Create  
to 100%

You  
Initiate



Credibility &  
Capabilities  
Briefing

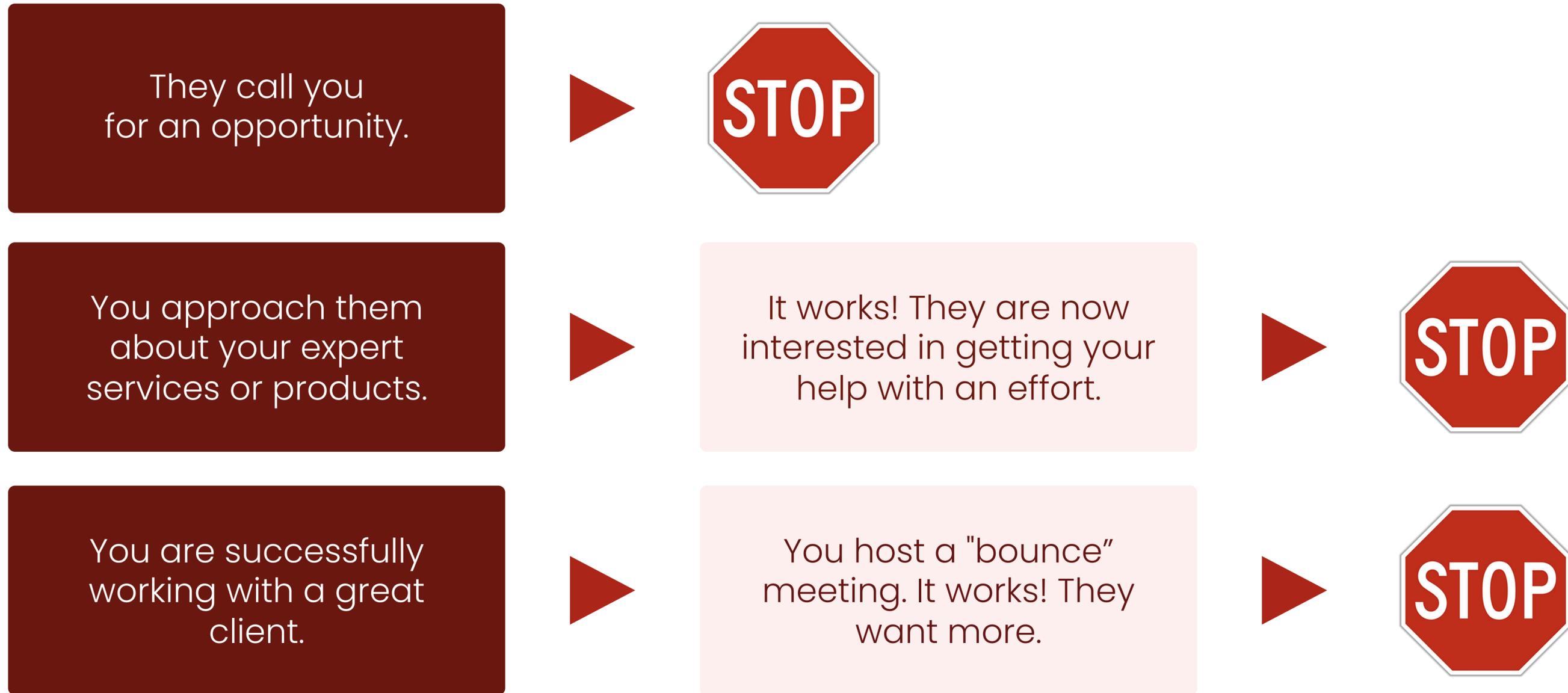
Set Process

Right Fit

Needs  
Discovery

Co-Create  
to 100%

# Here's When to STOP & Establish Your Process



# Aligns to What Drives Decision Makers to Act

- Process is streamlined
- Feels collaborative & customized
- Educates them with new ideas
- Offers variety & choice
- Deepens understanding of their needs
- Demonstrates proven experience
- Provides valuable insight & expertise
- Telegraphs your proactiveness
- Reduces their risks
- Demonstrates thought leadership



**Build in the bounce.**



**BoldHaus  
Proprietary  
4-Part Strategic  
Debrief  
Framework™**

