



CONSULTING PROFILE

meet the new value
and profitable catalyst

THE NEW VALUE

Integrated Marketing Communications
and Sales Performance
Training & Coaching consultants



NEW FORWARD



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relevant IMC and high performance training solutions to help you harvest the valuable market (VM)

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the new value and
profitable catalyst at glance



Prima and award-winning consultants
4th Ghana Industry CEO Awards
Ghana's Most Respected CEO 2021
- Consultancy-Marketing



15yrs+ Versatile Experienced Consultants
Consulted 10+ Varied Industries
Real Estate, Insurance, Hospitality, Retail,
FMCG, Manufacturing, Banking & Finance,
Agriculture, Construction, NGOs, etc.



Highly recommended
High-Performance Training & Coaching
Trained 100+ Companies
and 1000+ corporate professionals



let's partner forward



"Lakeside Estate has used the services of Exposure Consult since August 2018. We have been highly impressed with their attention to detail, specification and delivery on time. Exposure Consult will always ensure that they give you a lot of options, designs and concepts to select from just to make sure we are getting value for money. Our Sales team members that attended their annual tuition-free training programme also attest to the quality of their training sessions. We look forward to a lasting working relation."

*L. De-souza, Mktg. Director.
Agricattle Lakeside Estates*

"As a reputable consulting firm with an interest in progress, client relationship, integrity and service excellence, Brand Exposure has diligently and flawlessly delivered on all projects usually before planned deadline without compromise on quality".

*- R. Dzobor, Fin & Admin Mgr.
Construction & Telecom Infrastructure Company*

"Hello Rev,
Thanks for coming and blessing the team with your immense knowledge. The training for me was insightful, and positively thought provoking. I will definitely recommend you to my network."

*- N. Ouazulike, City Mgr.
Hailing App Company*

Rave Reviews

"Good morning Rev, brilliant training execution. With this we are very poised for action 100%".

- F.Ntiamoah, HNW Insurance Sales Exec.



"Honest, blunt, straight to the point. Great interpersonal relations, carrying everyone in every industry along. Rev makes you ready to sell with intelligence and value. He has been impactful . Not boring, direct applications with scenarios for every industry". - S. Dayibor - Airline Sales Exec.

"I highly recommend this training for all frontlines especially for the sales personnel. Very insightful and has really impacted on my sales drive. This will really change my sales process as well as my ability to increase sales for my company. The trainer was very professional in his delivery, very experienced and knows his stuff very well. "

*- D.A Quarshie, Executive Director
Real Estate Company*



A black and white photograph of chess pieces, including a king, queen, and pawns, arranged on a surface. The pieces are slightly out of focus, with the king and queen being the most prominent.

Executive Summary

The business landscape has dramatically changed with the advent of globalization, characterized by technological innovations and new product introductions. Performance in business is now the critical basis for measuring investment decisions with respect to vendors, human capital development and the allocation of business resources. In the presence of stiff competition, nonperformance can be very burdensome and dangerous. If the engine of growth and development are affected, then the future of every business with respect to profitability and survival becomes a subject for concern. It is in the light of this that relevant and integrated marketing communications solutions must be entrusted into the hands of a competent firm that will be able to provide measurable value that meets and exceeds your business expectations. Your business needs a trusted ally that has the experience, resources, industry savvy and the congruent attitude that ensures the pursuit of your overall business objectives and strategy in order to deliver value at execution.

Burdens can become lighter when competent hands are made available to any task. Marketing communications consulting is a very strategic and integral part of every business and needs the best hands and brains to manage it. It is in the presence of a consistent performance driven system that enables businesses to thrive and survive. The capability and cutting edge competency coupled with the industrial best practices cannot be compromised. A result oriented attitude hinged on performance and creative innovations are the keys to survival in today's competitive business marketplace. Resources and investments can be maximized in the presence of a competent team who are abreast with change and understand the dynamics of marketing communications. To trifle with branding, marketing and training with all its effects and impact is to trifle with the future of your brand. Content is king and profit! Affirming the words of Ardi Kolah, "there is no such thing as an 'average' customer or client, and we need to shift our thinking from mass to niche if we want to achieve success in our sales and marketing efforts".

Service quality & excellence, reliability and trust coupled with speed to delivery are the secret missing ingredients to flawless execution and this is what Brand Exposure promises your brand and your business. We have a proven track record with high service commendations working for both local and multinational firms.

Why waste money on ignorance when you can have value from discretion? In today's world and volatile market, good is certainly the enemy of great. It is time to ensure that your branding, marketing and training budget for visibility and profitability are met by specialists who understand the best practices of their work and are ready to translate these benefits to bear on your sales, profits and business survival. With 'Brand Exposure', we court your business with only one promise - Flawless Execution! We make sure you get it right the first time, always!



Company Summary & Introduction

EXPOSURE Consult Limited "EXPOSURE" is a prima integrated marketing communications and High-performance training consultancy poised and focused at offering great value to our targeted market niche. For the past decade, our service execution has consistently impacted the business & corporate landscape with several executions and solutions.

As a formidable consulting firm, our presence has touched both public and private sectors, local & international firms as well as varied industries including finance, hospitality, real estate & construction, entrepreneurs, etc.

As a prudent and corporate responsible entity, we have invested and contributed substantially to the business space through our Tuition - Free Performance Training program for entrepreneurs and businesses in the country. Our area of specializations spans across Branding & Digital Printing solutions, Business Plans & Proposals writing services, Marketing Management services and ultimately our Sales & Marketing Performance training.

All these services are handled by our five (5) consulting service brands namely: BRAND-X, WORDSMITH, MARKETING PLUS, EXPOSURE BUSINESS EVENTS and SMEC.

As a reliable anchor, we ensure that you get great value through flawless execution and getting it right the first time.



VALUE-LADEN CONSULTING BRANDS





your valuable catalyst in the new forward.

OUR VISION

To become a reference point in marketing communications, serving our identified target niche with creative and innovative marketing solutions in Ghana, strategic parts of the African continent and beyond; building a high performance culture within organisations.



MISSION

We are on a mission and journey to influence, impact and transform the business landscape with creative and impactful marketing communications executions that creates lasting impressions and the needed satisfaction coupled with the expected measurable value for our clients' investment.

MISSION STATEMENT

- To be a customer centric consultancy providing constant value and consistent results that produces satisfaction and loyalty.
- To infect the market and the industry with our flawless execution mantra to help clients deliberately and decisively - "get it right the first time."
- To nurture, build and sustain business dreams and innovating ideas through effective campaigns and programs that drive and sustain entrepreneurship and new businesses.
- To be a productive, resourceful and profitable consultancy through proactive networking, collaborative partnerships and a positive allowance for synergy.

The EXPOSURE brand stands for intelligence, savvy, witty and strength. Through these it embodies the ideals of integrity, creativity, resourcefulness, performance, and innovation at serving its clients. Our consulting apparatus also thrives on the following principles that differentiates our brand from others:

FLAWLESS EXECUTION

SPEED TO DELIVERY

PROACTIVE & DISCIPLINED

TEAMWORK AND VALUE-DRIVEN

COMMITMENT TO EXCELLENCE

METICULOUS AND RESOURCEFUL

SERVICE QUALITY FOCUS



SOME CLIENT ACCOUNTS WE HAVE WORKED ON

Strategic Valuable Solutions for Modern Businesses



“The revenue indeed cannot wait! so we deploy the power of the next new value to ensure repeatability”



Branding & Digital Printing Solutions

stand out from the crowd with immaculate branding and digital design artworks



BRANDING & DIGITAL SOLUTIONS

This is a very critical element in your integrated marketing communications apparatus. The consequences of worst branding practices are not only insidious but unforgivable. The customer and the market never forgive. This makes it highly imperative for the custodian of your brand apparatus to be very creative, insightful, reliable, dependable and experienced to get it right the first time. Our branding expertise encompasses brand identity design, creative concept development and external transposition executions through digital printing and other productions (POP & POS). We ensure a flawless execution at working your visual identity. We make you stand out from the crowd through the following matrix:

- BRAND DESIGN & CONCEPTS CREATION
- PERSONNEL, OFFICE & VEHICLE BRANDING
- PACKAGING & SOUVENIRS PRODUCTION
- DIGITAL DESIGNS & PRINTING SOLUTIONS

DIGITAL PRINTING SOLUTIONS

What is the point in investing in creative development when the output will be flawed? This is why we are here. We make sure you get it right the first time. We understand the printing process better and ensure a flawless finish. We have done this consistently with productions through the following print media: Paper, Flexi, Plastic Cards (PVC), Cloth (DTG), etc. We are ever ready for any digital design and printing service execution such as company brochures, corporate digital brochures, catalogues, infographics, fliers, SAV stickers, embroidery works, Books, Display materials, etc.



Persuasive Business Writing & Content Creation Solutions

This is one of the sure ways by which we can win in today's competitive business and marketplace with respect to revenue generation and generating repeatable demand.

Not all words sell and not everyone is able to optimize tools. Words will be meaningless if they don't call the audience to action. This could be a call to an investment decision, sponsorship, partnership, exposing valuable information, giving strategic direction, brand positioning or product innovation. This is where our expertise reveals its value through the delivery of only best-in-class and sterling results.

We engage our clients' projects with a persuasive pitch that helps them achieve objectives. With our experience and competence, we drive-up value for our clients with choice words that hits the target through high attention-grabbing and engagement. Over the years, we have amassed valuable experience providing relevant business writing and other content planning processes for clients in varied industries.

Our executions are grounded on solid research with real time market insights. This is fused with critical financial analysis and assessment of business case scenarios coupled with the right terminologies and scripts that send the correct signals and induce the desired effect.



WORDSMITH

drive up value with attention- grabbing content

BUSINESS PLANS

BUSINESS PROPOSALS (RFPs)

MARKETING PLANS

PROJECT PROPOSALS/BRIEFS

BUSINESS ARTICLES

FOR WEB & SOCIAL MEDIA

CONTENT FOR DIGITAL MEDIA,

WEBSITES, BLOGS, VLOGS &

AUDIO BOOKS/PODCASTS

BOOKS & MAGAZINES/E-ZINES.

AD COPYWRITING

CITATIONS, SPEECHES & SCRIPTS

DOCUMENTARIES & BIOGRAPHIES

DIGITAL PUBLISHING SERVICES



EXPOSURE SALES AND MARKETING EXECUTION CENTER



Time for Reskilling

we infuse high-performance
TRAINING & COACHING
into your DNA

The subject of performance is very critical in today's world since the shelf life of skills and competence are diminishing. Hiring trends and employee engagements KPI's/KRA's have changed if you want to be part of the business of the future. Performance training is the catalyst for accelerating business growth and building a solid winning team that sustains your vision and business objectives. Our identity as a progressive brand is simply hinged on performance training! We have done this consistently, giving great value to most of our clients and the business community through the following matrix:

In-Company (on-site) Training

High-Performance Sales Coaching

EBE Annual Sales Performance Summit

SMEC Monthly Performance Training

Business Leadership Coaching

To ensure that we give our clients matchless benefits and measurable value, we carefully handle all our executions with the following training building blocks and global best practices:

Excellent delivery with clarity

Practical Brand & Market Applications

Role Plays & Experienced Delivery

Best -in-class Industry Applications

Strategically Developed Rich Content

We have an unlimited critical essential training modules with the right slant that just fits your business and industry. Our specializations are in Sales & Marketing, Customer Service, Essential Skills Development, Knowledge Transfer, Leadership, Branding, Coaching and Staff empowerment. We are here to make sure that your team delivers sterling results through performance.

“In the new economy, it is no longer about what you know but what you are willing to learn and the skills you need for performance”



smartmarketing



CREATIVE
MARKETING
SOLUTIONS



creative marketing campaigns that tells your story and grow your brand

Marketing as a combination of art and science needs all the help you can get to ensure the pulse effect at reaching your target market and customers with your products and services.

As consultants and experienced practitioners in marketing, we have the competence to handle your total marketing apparatus with professionalism and competence from scratch to finish. We go the whole nine yards to ensure that your brand is winning with your customers at the end of the day. Given your available budget and objectives, we design customized solutions to fit your business and your brand. Our expertise are at your disposal. We can help your business with the following Marketing solutions:



Marketing Campaigns & Execution

Strategy Devpt. & Implementation

Market and Brand Research
(Brand health check, retail audit,
Insight generation, etc.)

Brand Architecture Development

Digital Marketing Matrix

Product Launches & New Product
Introduction, Sponsorship Mktg.

Consumer Promotions Planning

Channel Development & Promotions
for Modern trade

**increase the reach
and visibility of your business**





exposure
**Business
Events**

EXPOSURE Business Events (BE) is a prima event brand that aims at giving its patrons and participants the best-in-class performance training and business events that serve as a catalyst and springboard to propel their careers and businesses to the next level of growth, progress and profits. Our number one brand promise is to execute only business events that ignite value. Our focus as a catalyst is to transform the business landscape with innovative business programs through strategic events, workshops, knowledge transfer sessions, executive leadership sharing and collaborative engagements that will add value to businesses.

We have over the years consistently executed world class business events both paid and +CSR driven Initiatives that has impacted the business landscape having over 100's of companies and entrepreneurs in the capital participating and benefiting from these events. Below are a some of our executed events in the following:

"Annual Sales & Marketing Performance Summit 2016-2022".

"Women Mastermind Summit 2021",

"Strategic Selling Briefcase" for

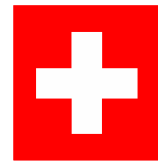
Top level Business executives 2021

"Mirror the Business 2019"

"Women Entrepreneurs Rising 2017",

Our patrons and the market can count on more value-laden business events ahead in the new forward.





**BUSINESS &
MARKETING
CLINIC**

Starting up
& Business plans?

Thinking Growth,
Pitch funding
and survival?

Losing Revenue
and Customers?

Staff Performance
& Motivation ?

Thinking Impactful
Branding?



We help you to
Grow your business



**Driving revenue and
Business performance**

We are ready to help
Drive-up your Sales
Win more customers
Raise brand awareness



“In the new normal there is
shift in value
which is altering everything.

The revenue cannot wait
and we need to harvest the
valuable market (VM).

And since everything is
just not enough,
the power of the next value
lies in the ability to repeat.”

- REV. J. THOMPSON.




ENGAGE US FOR VALUE

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INTEGRATED MARKETING
COMMUNICATIONS
AND HIGH-PERFORMANCE
TRAINING CONSULTANTS

EXPOSURE. The New Forward