
Attached: Called:Leader Digital Sales Transformation Project Timeline & Outline

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Good Afternoon Kelli and Kathy,

I hope your week has gone well.

Attached for your review and reference is the Called:Leader Digital Sales Transformation Project Timeline & Outline. The first page of this document contains a timeline of the action items that will be completed as we progress through the steps of strategy, graphic design, and development towards the objective of a better digital sales process experience.

The second portion of this document explains how these new dynamic marketing elements will be utilized as the foundation to build and influence consumer's movement through various sales funnels to ultimately convert them to a high-ticket product consumer.

The remainder of the Called:Leader Digital Sales Transformation Outline focuses on the concepts of Mindset, Tool Set, Skill Set, and Relationship Resources to fully transition to a sales focused organization without losing the message. In this section we have evaluated your current brand position followed by repositioning recommendations for your consideration.

We look forward to working with you on this exciting project!

If you have any questions or if I can be of any assistance, please don't hesitate to contact me.

Thank you,

Renee

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