

Business consulting with an experienced consumer products executive

Methodology

The process begins with both parties signing a nondisclosure agreement to ensure the potential client is comfortable to freely and openly engage in the discovery process.

We will then sit down for a one to two hour engagement interview to discuss the issue or challenges for targeting.

Once a goal has been established and agreed to by both parties, a client engagement strategy is developed that starts with interviews with key executives in the area of focus. This interview process helps to establish a broader view of



the challenges and how best to focus efforts for maximum organizational benefit.

Within one week of completing the executive interviews, a proposed execution plan will be formulated and presented to senior management to include a timeline and ROI goals. This will confirm the client has a clear path of understanding

and expectation of what the investment will entail.

If additional outside analytics and data are required to enhance the process, these costs will be included in the proposal.

Upon agreement, a formal contract will be signed and execution of the outlined plan will commence.

I'm always happy to discuss ideas and thoughts and even brainstorm ideas to help clients gain a better understanding of my thought processes.

Please feel free to reach out with if you have questions or need clarification.

Initial one to two hour consultation –no charge

Hourly contract rate: \$300/hour

For more information, email darrinjohnston@sdarrinjohnston.com.