



RETURN ON INVESTMENT FOR POISE, STYLE & MOTION WORKING WITH PERFORMANCE BUSINESS DESIGN

| YOUR REVENUES | <i>Benefit</i> | \$ 30,000 | \$45,000 | \$75,000 | \$100,000 | \$150,000 | \$200,000 | \$300,000 | \$500,000 |
|--|----------------|----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|-------------------------|-------------------------|
| Revenue increase from implementing these PBD strategies: | | | | | | | | | |
| Your Mission Statements are Impressive | 4% | \$1,200 | \$1,800 | \$3,000 | \$4,000 | \$6,000 | \$8,000 | \$12,000 | \$20,000 |
| Your Marketing Plan Excites Everyone | 5% | \$1,500 | 2,250 | 3,750 | 5,000 | 7,500 | 10,000 | 15,000 | 25,000 |
| Your Brand Image Sparkles | 1% | \$300 | 450 | 750 | 1,000 | 1,500 | 2,000 | 3,000 | 5,000 |
| PRO-FORMA REVENUES | 10% | <u>33,000</u> | <u>49,500</u> | <u>82,500</u> | <u>110,000</u> | <u>165,000</u> | <u>220,000</u> | <u>330,000</u> | <u>550,000</u> |
| YOUR COSTS | 70% | 21,000 | \$31,500 | \$52,500 | \$70,000 | \$105,000 | \$140,000 | \$210,000 | \$350,000 |
| Cost (decrease) from implementing these PBD strategies: | | | | | | | | | |
| Your Mission Statements are Impressive | 0% | - | - | - | - | - | - | - | - |
| Your Marketing Plan Excites Everyone | 0% | - | - | - | - | - | - | - | - |
| Your Brand Image Sparkles | 0% | - | - | - | - | - | - | - | - |
| PRO-FORMA COSTS | 0% | 21,000 | 31,500 | 52,500 | 70,000 | 105,000 | 140,000 | 210,000 | 350,000 |
| PRO-FORMA PROFIT | | <u>12,000</u> | <u>\$18,000</u> | <u>\$30,000</u> | <u>\$40,000</u> | <u>\$60,000</u> | <u>\$80,000</u> | <u>\$120,000</u> | <u>\$200,000</u> |
| Original Profit | | 9,000 | 13,500 | 22,500 | 30,000 | 45,000 | 60,000 | 90,000 | 150,000 |
| Benefit from working with PBD | | 3,000 | <u>\$4,500</u> | <u>\$7,500</u> | <u>\$10,000</u> | <u>\$15,000</u> | <u>\$20,000</u> | <u>\$30,000</u> | <u>\$50,000</u> |
| Performance Business Design Fees: | | | | | | | | | |
| Your Mission Statements are Impressive | | 1,240 | 1,240 | 1,240 | 1,240 | 1,240 | 1,240 | 1,240 | 1,240 |
| Your Marketing Plan Excites Everyone | | 2,210 | 2,210 | 2,210 | 2,210 | 2,210 | 2,210 | 2,210 | 2,210 |
| Your Brand Image Sparkles | | <u>550</u> | <u>550</u> | <u>550</u> | <u>550</u> | <u>550</u> | <u>550</u> | <u>550</u> | <u>550</u> |
| Total Fees to PBD | | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 |
| Return on Investment Over 2 Years | | <u>50%</u> | <u>125%</u> | <u>300%</u> | <u>400%</u> | <u>700%</u> | <u>900%</u> | <u>1400%</u> | <u>2400%</u> |

NOTES:

"PBD" represent Performance Business Design

Prices are subject to change. A formal quote will be made only by presentation.

All numbers shown above are estimates and cannot be guaranteed.