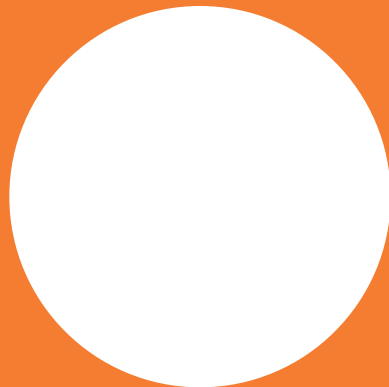


Where Are You **Now**?

How Are **You** Doing?

Where **Are** You Going?

How Do You Get **There**?



Product Breakdown:

Company Culture Analysis

- Values
- Beliefs
- Purpose
- Philosophies

Leadership Assessment

- Inventories
- Orientation
- Participation
- Accountability
- Responsibilities
- Leadership Commitment

Team Assessment

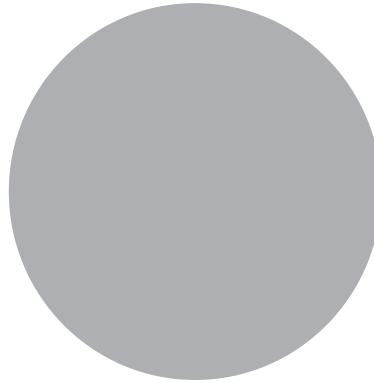
- Inventories
- Orientation
- Participation
- Create Vision Statement
- Create Unique Selling Proposition
- Identify Moments of Truth
- Identify Performance Standards
- Team Commitment

Candidate Recruitment

- Assessment
- Behavior Interview
- Placement
- Orientation
- Candidate Commitment

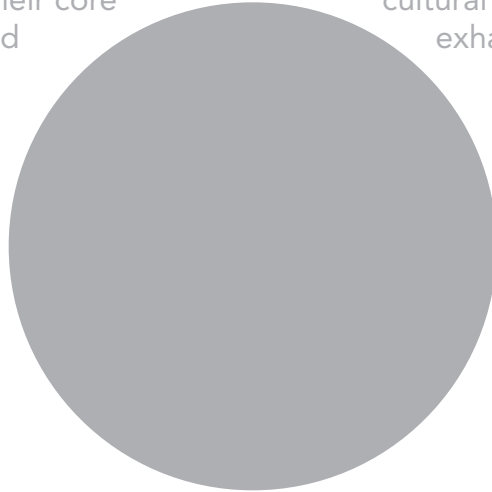
Team Celebration

- Moments of Truth
- Performance Standards
- Mystery Shopping
- Celebrate
- Business Performance Indicators
- Annual Recognition

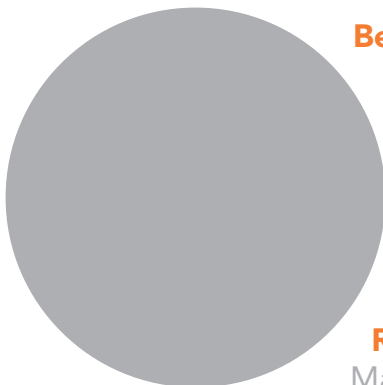


Culture Vision Transformation

Product Description: The foundation of any high growth company is a clearly articulated vision. A vivid, detailed and engaging description of an envisioned future that preserves the philosophy of a company; yet positions it for a bright future. I am committed to assisting companies in transforming their vision, while maintaining their core motivation to achieve results and cultural values and purpose; providing the exhaust limits of the possible.



Where Are You Now ?



Benefit: Enterprise wide effort focusing on three core principles: obsess about customer needs & expectations; reinforce the brand promise in every interaction; and treat customer experience as a core competence. Firms that commit to a multi-year journey to nurture and build a shared customer centric vision, establish the processes and skills necessary to build an organization that adds value and profitable growth.

Result/Case: 85% Profitable Revenue Growth, Retail Partnership Marketing Strategy, General Growth Properties, Inc.

Product Breakdown:

Customer Intercept Study

- Identify Customer Satisfaction Drivers
- Rank Customer Satisfaction Drivers
- Qualitative Customer Feedback
- Capture Customer Demographics
- Trouble Shooting Questions

Customer Satisfaction Survey

- Rate Customer Satisfaction Drivers
- Score Overall Customer Satisfaction
- Score Overall Customer Intent-to-Return
- Qualitative Customer Feedback
- Capture Customer Demographics

Mystery Shop

- Shop Leadership Team
- Shop Team Members
- Measure Performance
- Report Performance
- Celebrate Performance

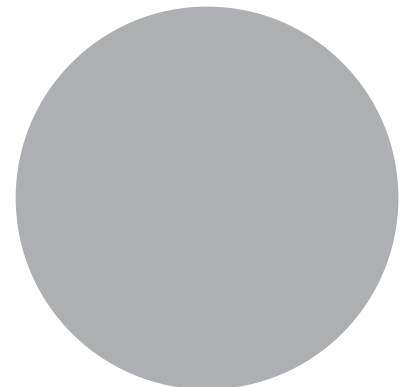
Leadership Reporting

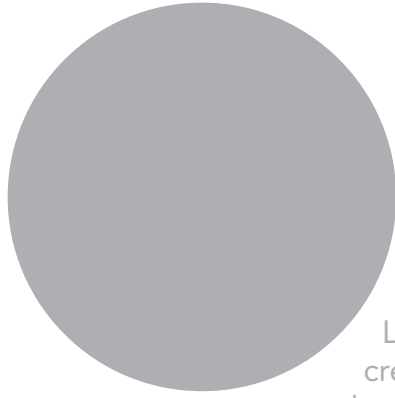
- Gauge Performance Indicators
- Plot Performance
- Brainstorm Moments of Truth and Standards
- Focus on Customer Satisfaction Drivers
- Celebrate Performance

Facilitation

- Identify Customer Needs
- Identify Opportunity Areas
- Create Innovative Solutions
- Improve Customer Visit Frequency
- Improve Customer Average Purchase
- Capture Marketshare

Consumer Focused Solutions





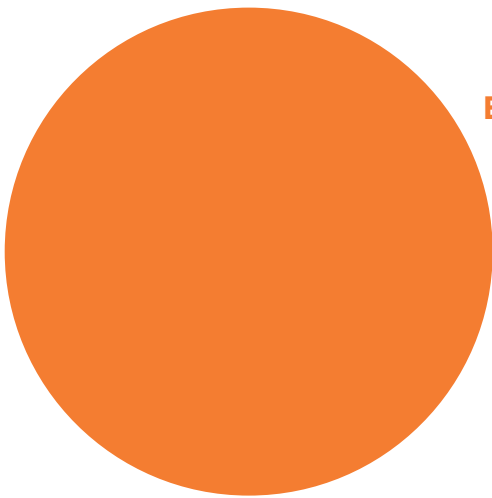
Product Description:

is a direct link between advocacy, loyalty and future

execution. High growth companies monitor gaps between brand promises and their customer's brand experience in the marketplace. I am dedicated to providing methods to understand, monitor and gauge customer brand experience against that of the brand promise and to offer customer focused solutions to bridge those gaps in order to exhaust the limits of the possible.

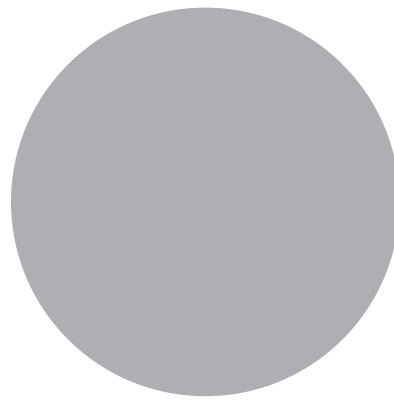
Leading growth companies recognize that there creating customer satisfaction and generating sales growth. Exceptional results, dictate exceptional

How Are You Doing?



Benefit: Capturing customer experiences and insights to build value, satisfaction, loyalty and profitable growth. Solutions that align brand promise, operational execution and customer expectations into every interaction. Ultimately, differentiating a brand by integrating customer experience as a core competence.

Result/Case: 500% Profitable Revenue Growth, Strategic Branding Strategy, Host Marriott Services Corporation.



Product Breakdown:

Business Situation Analysis

- Business Performance Indicators
- Company Staff and Management Survey
- Key Management and Staff Interviews
- Customer Profile
 - 3-Year Annual Sales Volume \$
 - 3-Year Annual Gross Margin \$
 - 3-Year Annual Gross Margin %
 - Ease of Doing Business
- Product/Service Profile
 - 3-Year Annual Sales Volume \$
 - 3-Year Annual Gross Margin \$
 - 3-Year Annual Gross Margin %
 - Difficulty in Doing Business

SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

Business Strategy Development

- Identify Strategies
- Prioritize Strategies
- Identify High Impact Strategies

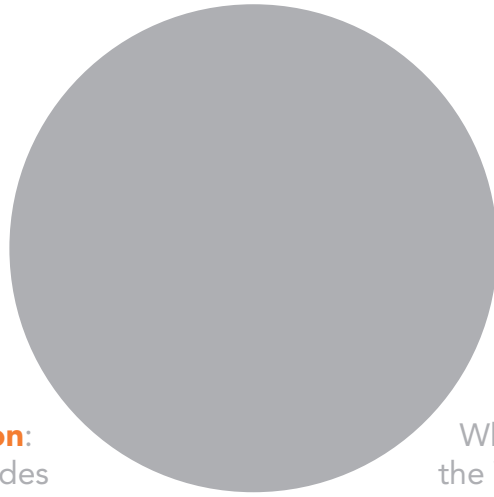
Strategic Communication

- Strategy Presentation
- 4-C's

Strategy Commitment

- Alignment
- Accountability
- Measurement
- Standards
- Celebration

Profit Growth Strategies

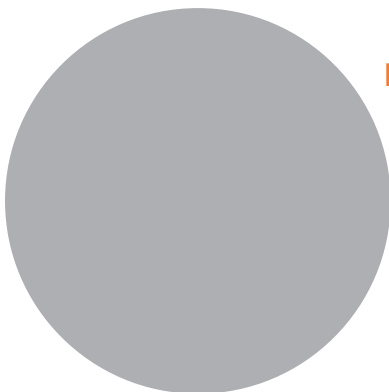


Product Description:

A strategic plan provides vision. With clear simplicity amongst its strengths, weaknesses, opportunities and threats. I am committed to facilitating the leadership team's of companies, to create a profit-rich strategic plan that will achieve their vision to exhaust the limit of the possible.

What is a vision without a plan? A dream. A the Who, What, When, Where, How and Why of a city, the profit growth strategies align the company's

Where Are You Going?



Benefit: Building strategies on sound premises that speaks to how a brand benefits the marketplace. Differentiation adds customer value and profitable revenue, allowing you to outpace your competition with a unique selling proposition.

Result/Case: 200% Profitable Sales Growth, Retail Store Brand Repositioning, Pet Parade, Inc.

Product Breakdown:

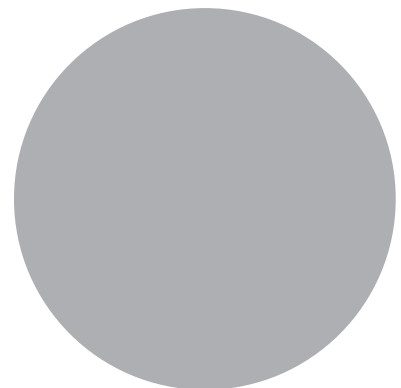
Brand Management

- Concept Summary
- Company Summary
- Service/Product Summary
- Market Analysis Summary
- Strategy Summary
- Management Summary
- Concept Development
- Financial Analysis
- Business Plan
- Product/Service
- Unique Value Proposition
- Market Assessment
- Marketing Strategy
- Marketing Mix
- Vision
- Values
- Personality
- Positioning
- Brand Logo
- Mark
- Icon

Marketing

- Advertising
- Sales Promotion
- Publicity
- Customer Relationship Management

Brand Smart Marketing





Product Description: A brand underlying values and personality of A brand is a set of expectations and will be met. The execution of the brand specific style, tone, and image that reflects on a consistent basis. These brand attributes are designed to build an emotional connection with a customer, and influence how customers perceive, understand, and interact with a business. I act as the Brand Strategist to facilitate the creation, re-positioning and integration of the brand into the company's customer experience. This strategic thinking precedes the art of the brand, developed and designed to exhaust the limits of the possible.

must express and reinforce the the product/service it represents. a promise that those expectations strategy must be devised to apply a the brand's core values and attributes

How Do You Get There?



Benefit: Growth requires transitioning to customer-centric brand marketing, building a brand platform that is iconic, experience driven, creates a story, instills core values, answers customer needs, delivers on brand promises and values customer insights. Effectiveness is influencing every customer interaction with the brand, by disrupting the status quo and adding value to every customer experience.

Result/Case: 300% Profitable Sales Growth, Market Positioning Campaign, Gap Inc.

Professional Services:

Marriott International
General Growth Properties
Host Marriott Services
General Growth Management
Center Advertising Agency
Hot Dish Advertising
BARD Advertising
Adsoka Marketing Agency
Bedrock Brands
Visa USA
Cotton Council
Chrysler
Best Mark
Simply Retail

Consumer Brands:

Campbell Soup
Chunky Soup
Homestyle Soup
Swanson
Franco American
Pepperidge Farm
Vlasic
Campbell Fresh
V-8
Ziploc
Fantastik
Pepsi
Coca-Cola

Specialty Retail:

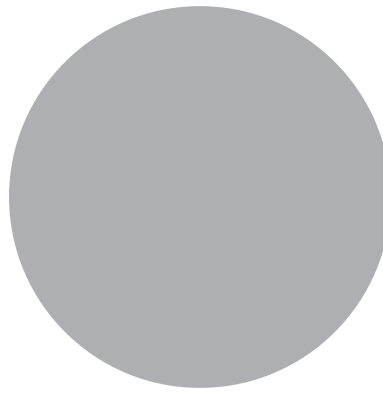
Gap
Limited Brands
Lechter's
Wicker & Brass
Pet Parade
D. Dalton Booksellers

Salon and Spa:

Rocco Altobelli Salon & Spas
Mink Salon
Regis Salons
Mastercuts

Technology:

A.D. Interactive
Website



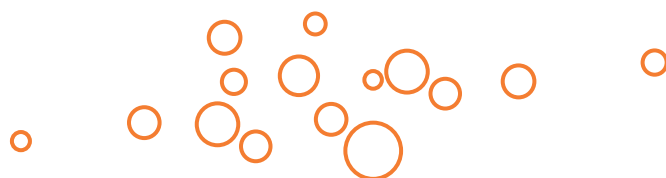
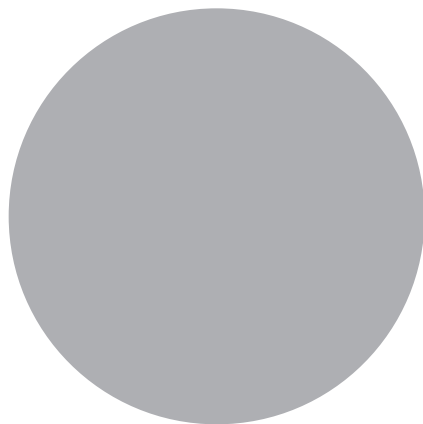
Beverage:

Krispy Kreme Coffee
Gourmet Bean Coffee
Starbucks Coffee
Caribou Coffee
Digital Coffee
Orange Julius
Cheers Lounge
Lake Line Pub
The Copper Stein
Premium Stock Lounge
Malibu Al's

Food:

Pizza Hut Express
Taco Bell Express
Nathan's Famous
Miami Subs
The Turtle Bread Co.
Krispy Kreme Doughnuts
Mrs. Fields Cookies
Cinnabon
Auntie Anne's
Old Country Buffet
Home Style Buffet
Garden Restaurant
Chili's Too
Green Mill
The River Bend Bar & Grille
Split Rock Bar & Grill
TCBY
Karmel Korn
Dairy Queen
Carbone's Pizza
Sbarro
Burger King
Davanni's

Clients



David Saint Germain

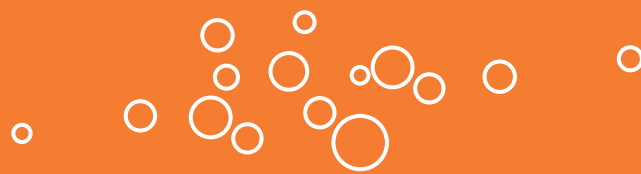
Now You Are There.

Services are customized to fit the needs and goals of the business, whether its Culture Vision Transformation, discovering Customer Focused Solutions, identifying Profit-Growth Strategies, and/or integrating Brand Smart Marketing; I am passionately devoted to those businesses committed to achieving industry leading results.

If you are committed to achieving break-through results, **contact me today**, so I can assist in identifying the best steps to maximize your organizations results.

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www.davidsaintgermain.com



David Saint Germain

Exhaust the Limits of the Possible