

# TIRED OF STRUGGLING TO FIND THE RIGHT TEAM TO HELP YOU GET TO THE NEXT LEVEL?

## What Sign Talent Solutions Offers

We recruit top tier project managers, graphic designers, and sales administrators from around the world to serve the sign industry.

We ensure the right fit for your team with seamless talent swap guarantee at no additional cost,

Our global talent pipeline is ready to boost production at your sign company.

**Immediate**

**50%**

Decrease in **Design Labor**

**Immediate**

**24% to 32%**

Increase in **ODP Margins**

**Minimum**

**50%**

Increase in salesperson productivity in **6 to 12 Months** when adding a Project Manager

	US Rate	Grossed Up Wages	Global Talent Rate	Savings	%
STS vs Local Designer Rate	\$55,000	\$64,900	\$32,400	<b>\$32,500</b>	50.08%
STS vs Local PM Rate	\$75,000	\$88,500	\$36,000	<b>\$52,500</b>	59.32%

**Increase Profitability by 24% to 32% and Increase Sales Productivity by 50%**

### 1 STS Designer

Current Sales  
**\$600,000.00**

Current ODP%	<b>20%</b>
Current ODP\$	<b>\$120,000</b>
Savings From Designer	<b>\$32,600</b>
New ODP\$	<b>\$152,600</b>
New ODP%	<b>25.43%</b>
<b>ODP% Increase</b>	<b>27%</b>

### 1 STS Designer 1 STS PM

Current Sales  
**\$1,000,000.00**

Current ODP%	<b>20%</b>
Current ODP\$	<b>\$200,000</b>
Savings From Designer	<b>\$32,600</b>
Savings From PM	<b>\$39,000</b>
Increased Sales	<b>50%</b>
New Sales Total	<b>\$1,500,000</b>
New ODP%	<b>24.77%</b>
<b>ODP% Increase</b>	<b>23.85%</b>

### 2 STS Designers 2 STS PM's

Current Sales  
**\$1,500,000.00**

Current ODP%	<b>20%</b>
Current ODP\$	<b>\$300,000</b>
Savings From Designer	<b>\$65,200</b>
Savings From PM	<b>\$78,000</b>
Increased Sales	<b>50%</b>
New Sales Total	<b>\$2,250,000</b>
New ODP%	<b>26.36%</b>
<b>ODP% Increase</b>	<b>31.80%</b>

# Reorganize - Onboard Project Manager to Free 50% of Salesperson Time

## Outside Sales

- Lead Generation
- Customer Relationship
- Site Visits
- Estimate Creation
- Win the Job

## Opportunity Creation

## Draft Estimate

## Project Manager

- Estimate Follow up
- Cancellation of Declined Estimate
- Document Client communication in CRM

## Project Manager

- Schedules, Pickup, Delivery, Installation
- Procure Permits
- Manages Outsourced Vendors/Installers

## Pick up, Delivery, Install

## Estimate Approval

## Project Manager

- Manage Handoff from Sales to PM
- Review Job Details
- Convert Estimate to Orders
- Communicate timelines with Orders
- Communicate Job Details with Operations

## Outside Sales

- Manage all client communications regarding due dates and deliverables

## Production

## Design

## Project Manager

- Move Job Status to Design Review
- Answer any Design Questions
- Manage Client Expectations

## Project Manager

- Mark Proof Approved
- Communicate Timelines to Production
- Answer questions from production or client

## Proof Approval

## Proof Process

## Project Manager

- Review Design Proof/Check for Accuracy
- Send Proof to Client
- Manage any Design Revisions



# ANY FRANCHISE THAT SIGNS UP FOR OUR GLOBAL TALENT BY MARCH 15, 2025 WILL GET \$500 OFF THEIR FIRST MONTH!



## 20 Cold Calls Per Day to New Accounts

These should be outbound calls to the highest priority industry verticals



## 20 Cold Calls to Dormant Accounts Daily



## 2 Networking Events Per Week

Chambers of Commerce, Rotary, Professional Associations etc....



## Respond to Inbound Calls and Emails

Document each call



## Site Visits to Meet Clients and Inspect

Building relationships leads to repeat business opportunities



## 24 Hour Estimate Turnaround

Time kills deals



## Actively Recruit Referral Business

Referral business is not self executing



## Customer Follow-Up

A simple phone call to follow up on service and performance



## Learn to Construction Documents

Find continuing education options to learn to read construction bids  
Franchisee should pay overtime for this training

## Ready to Schedule a Call?



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