



Prepared by Jeff Kohler

Proposal of Intranet Website & Sales Production Videos

Dated February 10, 2015 & good for 30 days

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PROPOSAL

"Good marketing makes the company look smart.
Great marketing makes the customer feel smart."

Joe Chernov



WHO ARE WE?

More than ever quality content will define the success of a company. Many agencies and marketing groups produce creative brands, tag lines, and ads, but more importantly smart companies are investing in easy to consume content. The king of course being video. Cocoa Productions not only can handle any marketing need but specializes in producing videos that speak your message.

Why We Do What We Do?

We believe it's important before working with any company to understand the driving motivation of why they do what they do. At Cocoa Productions, we feel that everyone has a message to share. Our goal is to be the resource that helps you share it. We do that by providing easy pricing, streamlined processes, and being easy to work with people. Successful clients of ours hire us because not only is their experience great, but also because we provide profitable returns on their investment.

If you're not getting a return on your marketing investment then we recommend rethinking things. Our goal for our clients is a 20:1 return on the lifetime of the marketing products we produce. Anything less would not be worth it.

If you're ready to grow your business, accept this proposal and let's get started.



PHASE 1

INTRANET SETUP

In the first phase we need to build a platform to place sales tools—an intranet. It's common for people to confuse an intranet with other things, but basically it's an internal repository of information open to the company and closed to the rest of the world wide web. We recommend an out-of-the-box solution with the features needed at a great price.

Intranet

The features of the intranet include:

- Repository of documents
 - Directories
- Video library
- Video training
- A whole lot more

Once this proposal is approved, the intranet will be installed and customized on your preferred hosting platform. It will be branded DA Medical. Next we will populate the site with the initial information we are provided and then train DA Medical staff to operate the site (reference videos included).

Sales Conference Videos

Also included in phase 1 are the videos from the national sales training conference in Arizona. These will be edited to be as concise as possible and include the slides from the power points. The goal is to get these videos up quickly and move on. Much of this content should be revised in later videos where we can make them shorter in length and easier to consume.

PHASE 1 PRICING

Intranet (Product Cost)	\$10,000
Intranet Content Setup & Training	\$750
Annual SSL Certificate (Recommended)	\$100
Annual Apple Developer's License (Recommended)	\$100
Quarter/Annual Maintenance.....	\$200
Sales Conference Video Production.....	\$4,000

PHASE 2

FILMING ON LOCATION

The focus of this phase is to capture video. Phase 2 will require clips in order to be most effective. In this phase, our team will capture footage at your locations, post process the footage (including design, motion graphics, and colorization), and post these videos to the intranet.

There are two approaches to completing this phase. The first is to hire local production crew in the location of the shoot as well as send a director from Cocoa Productions. The second is to send a single director from Cocoa Productions to complete the shoot.

Included in the costs are not only the filming at these locations but also the post production. You will receive the final video from each shoot: testimonial videos from each doctor's office, and training videos presented by Jeff & Gianina according to their structure.

PHASE 2 PRICING

OPTION 1 - PRODUCTION CREW

Production at 5 Doctor Offices (1 per specialty)	\$60,000
Sales Training Videos (1 day w/Jeff Brower).....	\$12,000
Sales Training Videos (1 day w/Gianina Graham).....	\$12,000

OPTION 2 - SINGLE DIRECTOR

Production at 5 Doctor Offices (1 per specialty)	\$40,000
Sales Training Videos (1 day w/Jeff Brower).....	\$8,000
Sales Training Videos (1 day w/Gianina Graham).....	\$8,000

NOTE: Travel costs will be billed at US per diem separately.

PHASE 3

SALES MATERIALS

In this phase, we will shoot at the doctors office and with Jeff & Gianina and create a series of simple videos explaining the programs. These videos will be used by the sales reps to quickly gain the interest of the doctor. They will not reveal specifics of the programs that require a signed NDA. The purpose is to empower the sales force with the tools they need.

There will also be some printed materials that sales reps can leave behind. They will reference back the videos. Again the purpose is to get the interest of the doctor.

PHASE 3 PRICING

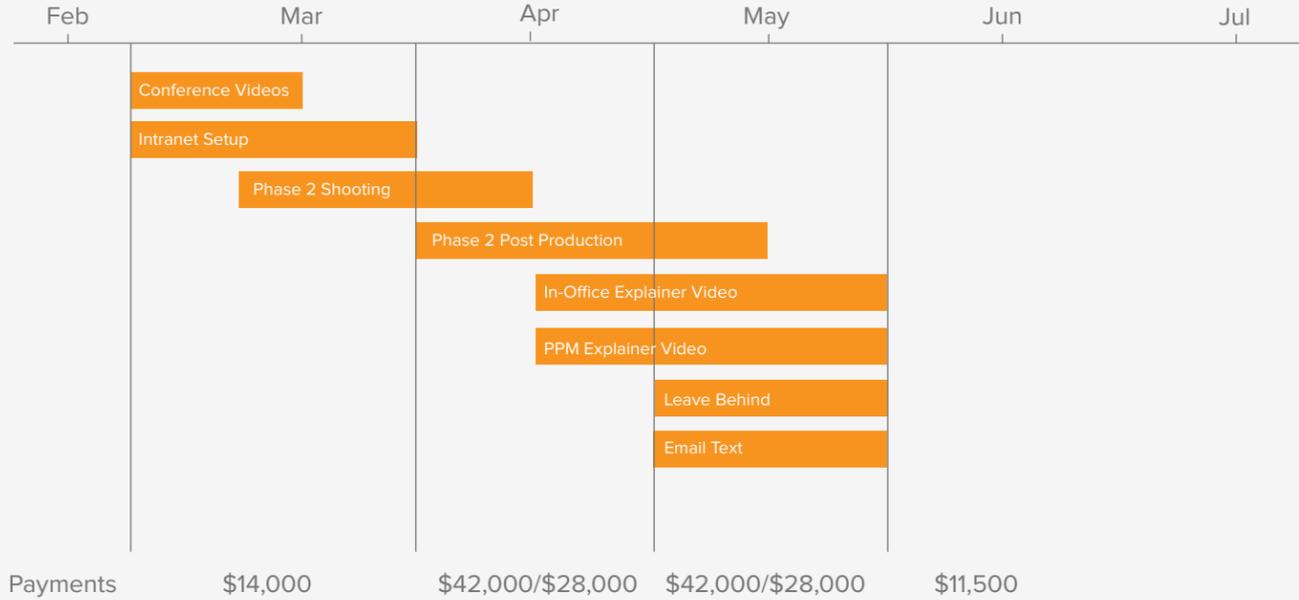
In-Office Dispensing Video.....	\$5,000
PPM Model Video.....	\$5,000
Leave Behind Brochure	\$1,250
Follow Up Email	\$250

PHASE 4

TRAINING PROGRAM

This phase is building the online training program for new reps. The pricing for this is best determined after more planning.

TIMELINE AND COSTS



The schedule above is only valid if client can meet predetermined deadlines (review proofs, provide outlines, & payments).

In order to move forward sign this proposal and provide payment for Phase 1 (\$14,000).

AGREEMENT

I have read and agree to the scope of work and timeline. I agree to provide Cocoa Productions with payments for the outlined work as well as responsive feedback when needed.

Authorized Signature

Date