



## our mission

The mission of the Development Workgroup is to help clients maximize the intangible, often overlooked, and incredibly valuable combination of business relationships and process. Whether through customer acquisition, satisfaction, loyalty, and retention programs, financial development through fundraising and capital campaigns, business process management, new business deal structuring and negotiations, or hands-on project management, Optimus has development solutions that can take your business to the next level. **What's your missing Development piece?**



### :: Customer Acquisition & Retention ::

Optimus develops customer acquisition programs that drive both top and bottom line results. By developing marketing channels, new pricing, segmentation, service, product, and communication strategies, Optimus develops for clients a metrics-based approach designed to **maximize scalable and measurable growth**, providing clients with differentiators for successful customer acquisition, retention, and cross-selling opportunities.

### :: Negotiations & Deal Structuring ::

Through business alliance structuring, outsourcing, vendor selection and negotiations, and marketing partnerships, Optimus leverages our experience and relationships in developing alternative deal structures to gain competitive advantage for our clients. Our goal is to achieve **reduced costs, improved reliability, higher margins, superior positioning, and quality**

### :: Productivity Maximization & Business Process Management ::

Process management improves business performance and reduces costs. We identify those areas where productivity can realistically be improved and efficiencies created. With proven management techniques, collaboration software, process design, and operational efficiency improvement, Optimus helps **maximize your team's productivity, keep ahead of the curve, and avoid lost opportunities.**

## practice areas

### ° Customer Acquisition & Retention

#### ° Fundraising

#### ° Customer Satisfaction

### ° Negotiations & Deal Structuring

#### ° Productivity Maximization & Business Process Management

#### ° Project Management

### :: Customer Satisfaction ::

Optimus works with clients to develop innovative solutions to measure customer satisfaction and develop recommendations and action plans to **improve overall satisfaction levels.**

### :: Fundraising ::

Whether for a start-up, non-profit, or growing business, effective fundraising plays a pivotal role in long-term success. From peer-to-peer to strategies for non-profits, to initial and aftermarket capital raises for emerging companies, Optimus helps clients develop the **right strategies and plans for growth**, identify likely targets for effective outreach., and **compelling plans** that reinforce credibility and effectively communicate value.

### :: Project Management ::

Optimus provides clients with **hands-project management services** as development of client-centered project management solutions, including resource, scheduling, cost, staff, research, and planning approaches. We offer project management consultants and specialists that can manage as much or as little of any given initiative across a wide variety of fields, or help your organization to develop its own project management proficiencies.

## Consider...

**96% of dissatisfied customers do not complain directly.**

**90% will not return.**

**One unhappy customer will tell nine others.**

**13% will tell at least 20 other people**

- White House Office of Consumer Affairs

## our value



- ° **Uniqueness.** The Optimus Development approach represents an innovative and comprehensive perspective on solution development.
- ° **Integrated Solutions.** Our Development solutions are end-to-end and designed to coordinate with and complement existing resources.
- ° **Efficiency.** Our approach saves clients the time and cost of assembling a team, building, evaluating and refining solutions.
- ° **Closed Loop Designs.** Optimus is a one-stop shop for solution development. Optimus can implement the plans we develop for you.
- ° **Experience & Specialization.** We are an experienced and balanced team of marketing, sales, legal, and operations specialists.
- ° **Straightforward.** Our Development work is designed to be straightforward, easy to understand, and actionable.
- ° **Support and Service.** Our client relations processes are designed to emphasize communication, value, and quality.