

# Brand Voice

# 1 BRAND IDENTITY – WHAT SHE STANDS FOR

*(Authority-First Positioning)*

## Core Identity

- **Interior Designer × Futurist**  
Designs systems, not just spaces — focused on how decisions are made and approved.
  - **Virtual Reality Pioneer**  
VR is her core medium for accelerating understanding, alignment, and approvals.
  - **AI-Powered, Human-Led Design**  
AI supports intelligence and speed; humans retain strategy, control, and judgment.
  - **Global Mindset, US-Focused Execution**  
International perspective applied to high-value US developers and organizations.
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## Non-Negotiables (Power Positioning)

- AI is a **strategic tool**, never the selling point.
  - Humans lead; technology accelerates.
  - VR is a **business advantage**, not a visual add-on.
  - Speed is a **competitive edge**, not a convenience.
  - Sustainability is **embedded by default**, not marketed for appeal.
  - Elise does not compete on price — she competes on **clarity, speed, and outcomes**.
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# 2 CORE OFFERS (CLEARLY SEPARATED — NO BLENDING)

## A. Interior Design & FF&E

*(Developers / Hotels / Multifamily)*

- Full-service interior design and FF&E procurement
- VR-powered presentations to align stakeholders faster
- Fewer revisions through immersive clarity
- Investor- and board-ready visualization
- Global eDesign delivery for complex projects

### **Positioning Note:**

This offer is for developers who value **speed, certainty, and decision confidence**.

## B. Corporate / Group Training

- AI + Virtual Reality education for organizations
- Built for **future-ready, innovation-driven teams**
- Focused on speed, alignment, and decision quality
- Practical, business-focused learning (not theory)

### **Positioning Note:**

This is not basic training — it's for companies who **need to stay competitive**.

## C. Courses / Academy

- Education at scale
- Thought leadership in AI, VR, and future design

- Authority positioning, not mass-market learning

## **D. AI Consultancy**

- Strategy-first AI integration
- AI embedded into real workflows
- Human-controlled systems for measurable outcomes

# **3 BRAND VOICE – HOW SHE SOUNDS**

*(Never Pitched, Always Positioned)*

## **Tone**

- Confident, never loud
- Visionary, never vague
- Intelligent, not academic
- Modern, not corporate-stiff
- Premium, but grounded

## **Her Voice IS:**

- Strategic
- Forward-thinking
- Educated
- Calm, assured authority
- Innovative without exaggeration

## Her Voice IS NOT:

- ✗ Salesy
- ✗ Over-technical
- ✗ Trend-chasing
- ✗ Generic agency language
- ✗ Over-explaining or justifying value

### Key Rule:

She **invites alignment**, not bookings.

## 4 LANGUAGE RULES (VERY IMPORTANT FOR OUTREACH)

### Always Emphasize:

- “AI-powered, human-led”
- “Virtual Reality–enabled decision-making”
- “Accelerating approvals and alignment”
- “Clarity for stakeholders and investors”
- “Future-ready, scalable solutions”

### Avoid Completely:

- “We use AI to replace designers”
- “Fully automated”
- “Cheap / fast / affordable”
- “We do everything”
- “Book a call” (without context)

### Instead of “Book a call”:

Use language like:

- “Explore whether this is relevant”
- “Assess fit”
- “See if alignment makes sense”

## **5 VISUAL & CONTENT THEMES**

*(Authority Signals, Not Marketing Noise)*

### **Repeating Themes Across Platforms**

- Futuristic, refined interiors
- Clean, modern luxury
- VR headsets and immersive visuals
- Global perspective through travel
- Authority imagery (speaking, teaching, consulting)

### **What This Means for Outreach**

- You are **not selling design**
- You are positioning:
  - Decision clarity
  - Speed to alignment
  - Future readiness
- Her work supports **executives, developers, and decision-makers**

## **6 IDEAL CLIENT MINDSET**

## Developers / Hotels / Multifamily

They care about:

- Faster approvals
- Fewer revisions
- Investor confidence
- Clear visualization
- Project timelines
- ROI over aesthetics

## Corporate / Training Clients

They care about:

- Innovation leadership
- Competitive advantage
- Team upskilling
- Practical AI adoption
- Long-term relevance

👉 Outreach must speak to **their business outcomes**, not her services.

## **7** LEAD QUALIFICATION FILTER

*(This Protects Brand Authority)*

**HIGH-FIT Leads:**

- Manage complex, multi-stakeholder projects
- Own or influence decisions
- Value speed and clarity
- Operate at scale
- Open to innovation

### **LOW-FIT Leads:**

- Small residential clients
- Price-driven inquiries
- DIY mindset
- No decision authority

If they don't meet HIGH-FIT → **do not pursue.**

## **8 PERSONALIZATION FRAMEWORK**

*(Mandatory Before Outreach)*

Before writing any script, answer:

1. What decision do they need to make faster?
2. Who needs to approve it?
3. Where would VR improve understanding or buy-in?
4. How does AI improve their workflow or outcome?

If you can't answer these → **pause outreach.**

# 9 PLATFORM-SPECIFIC NOTES

## Website

- Authority and positioning reference
- Language discipline source

## Instagram

- Brand tone and visual authority
- Personal credibility

## LinkedIn

- Thought leadership voice
- Corporate credibility
- Outreach language inspiration

## Academy

- Educational authority
- How she teaches vs how she positions

## FINAL POWER RULE (THIS IS THE SHIFT)

All messaging should feel like:

**“This is designed for businesses that need clarity, speed, and future readiness — not for everyone.”**

You are **inviting the right people in**, not asking anyone to choose her.



 **ADD-ON: EARNED AUTHORITY &  
MARKET POSITIONING**

# ◆ ADD-ON: EARNED AUTHORITY & MARKET POSITIONING

*(Pulled directly from press + articles)*

## How the Market Already Sees Her (This Is Critical)

Elise is not “positioning herself” — she is **already positioned** by third parties as:

- A **pioneer** in AI + VR–driven interior design
- A **global authority** operating across the US, Middle East, and Europe
- A **future-facing educator** shaping how design is delivered
- A **sustainability-forward innovator**, not a trend follower

👉 This means outreach should **assume credibility**, not attempt to prove it.

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## Authority Signals You Are Allowed to Leverage

You can confidently reference (implicitly or explicitly):

- Founder & CEO of a **global, fully virtual design firm**
- Early adopter of **VR in interior design (since 2018)** — before it was common
- Built a **fully remote, tech-enabled design operation**
- Speaker at **Global Architecture & Builders Awards (GABA)**
- Educates:
  - Established studios
  - Developers

- Designers
- Works on:
  - Large-scale developments
  - Hotels
  - Multifamily projects
- Trusted to guide **future-facing workflows**, not just aesthetics

You are **never** “introducing” her — you are **contextualizing relevance**.

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## **BRAND POSITIONING UPGRADE**

*(Add this mindset to everything you write)*

### **She Is NOT:**

- Trying to convince people to use AI or VR
- Pitching new technology
- Selling design as a commodity

### **She IS:**

- Operating at the **intersection of design, decision-making, and technology**
- Helping organizations:
  - Reduce uncertainty
  - Increase clarity
  - Speed up approvals

- Avoid costly mistakes
  - Designing **systems for understanding**, not just spaces
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## ◆ CORE DIFFERENTIATION (REFINED FROM ARTICLES)

### Virtual Reality (THIS IS HUGE)

From the articles, VR is positioned as:

- A **confidence-building tool**
- A way to eliminate:
  - Guesswork
  - Misalignment
  - Costly revisions
- A bridge between:
  - Design
  - Stakeholders
  - Construction teams
- A **pre-construction marketing asset** for developers

👉 This is why developers “need” her — not why she’s interesting.

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### AI (HOW IT SHOULD BE FRAMED)

AI is used to:

- Analyze floor plans
- Optimize layouts
- Improve efficiency
- Reduce waste
- Support sustainability goals

**Key framing:**


AI improves **decisions and outcomes**, not creativity replacement.

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## **SUSTAINABILITY (SUBTLE BUT STRONG)**

Sustainability is achieved by:

- Fewer site visits
- Reduced revisions
- Less material waste
- Lower carbon footprint

 Never market sustainability as:

- A moral pitch
- A trend
- A buzzword

 Always frame it as:

- A byproduct of smarter systems
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## POWER POSITIONING FOR OUTREACH (VERY IMPORTANT)

Based on press language, outreach should feel like:

“This approach is already being used globally by teams that need clarity before building.”

NOT:

“Would you like to try something new?”

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## HOW THIS CHANGES YOUR OUTREACH BEHAVIOR

### Lead Selection

You should prioritize:

- Developers launching **new projects**
- Teams facing:
  - Investor presentations
  - Complex approvals
  - Cross-border stakeholders
- Organizations open to **modern workflows**

Avoid:

- Anyone still comfortable with mood boards only
  - Small, low-complexity projects
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## Script Framing (High-Level)

Instead of:

- “We help with interior design using VR”

Use ideas like:

- “We help development teams gain decision clarity before construction”
- “We support faster approvals and fewer revisions using VR-enabled design”
- “This approach is especially useful for teams managing multiple stakeholders”

## FINAL ADDITION TO YOUR BRAND NOTES (COPY-PASTE)

### Market Positioning Statement (Internal Use)

Elise Kotelnikova operates at the intersection of interior design, virtual reality, and AI—helping developers, organizations, and design teams gain clarity, alignment, and confidence before decisions are locked in. Her work is built for scale, speed, and future readiness, serving clients globally through a fully virtual, tech-enabled design model.

## MOST IMPORTANT TAKEAWAY FOR YOU

You are **not booking calls**.  
You are **filtering alignment**.

Your outreach should feel like:

- Calm
- Selective
- Confident
- Assumptive of relevance

If a lead doesn't *need* clarity, speed, or alignment — they are not the right lead.

# Corporate Training

# Corporate / Group Training

## Additional Prospecting Focus: Interior Design Consultancies

### Expanded Target Audience

In addition to corporate organizations and furniture manufacturers, this offer is also positioned for **interior design consultancies and studios** seeking to modernize their workflows and remain competitive.

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### Why Interior Design Consultancies Need This Training

Interior design firms face increasing pressure to:

- Deliver faster approvals
- Improve client communication
- Reduce revisions and inefficiencies
- Differentiate themselves in a competitive market

AI and Virtual Reality training equips design consultancies with the tools and systems needed to operate more efficiently while improving decision clarity for clients and stakeholders.

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### Training Outcomes for Design Consultancies

- Practical integration of AI into existing design workflows
- Use of Virtual Reality to improve client understanding and approvals
- Faster project alignment and reduced revision cycles
- Improved sustainability through reduced waste and fewer on-site changes
- Stronger positioning as a future-ready design firm

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## **Ideal Design Consultancy Profiles**

- Mid-sized to established interior design studios
- Firms managing multiple client projects simultaneously
- Studios working with developers, hospitality, or commercial clients
- Consultancies open to adopting new technology for operational efficiency

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## **Positioning Rule (Design Consultancies)**

This training is not introductory education. It is designed for interior design consultancies that want to scale, streamline decision-making, and modernize their service delivery using AI and Virtual Reality.

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## **Prospecting Guidance**

When prospecting interior design consultancies:

- Prioritize firms serving commercial, hospitality, or development clients
- Focus on studios experiencing growth or operational complexity
- Target founders, principals, or studio directors with decision authority

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## **Outreach Framing**

Messaging should focus on:

- Workflow modernization
- Faster client approvals

- Reduced revisions
- Competitive differentiation

Avoid positioning the training as software instruction or basic technical education. The emphasis is on **strategic adoption and business impact**.

# Interior Design Consultancy and FF&E Procurement

# Interior Design Consultancy and FF&E Procurement

for New Developers, Hotels, and Multifamily

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## Offer Positioning

This is a strategic interior design consultancy and FF&E procurement service built for complex, high-stakes developments. It is powered by Virtual Reality and AI-enabled workflows to accelerate decision-making, stakeholder alignment, and approvals before construction and capital commitments are finalized.

Delivered through a global eDesign model, the service supports development teams, investors, and stakeholders with clarity and confidence across all stages of design decision-making.

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## Business Problems This Offer Solves

- Misalignment between stakeholders, investors, and project teams
- Slow approval cycles that delay project timelines
- Costly revisions caused by unclear design intent
- Difficulty communicating vision to non-design decision-makers

The outcome is greater certainty, faster approvals, and stronger confidence in design decisions at scale.

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## Core Capabilities

- Full-service interior design consultancy and FF&E procurement

- Virtual Reality–powered presentations for immersive decision-making
  - Investor- and board-ready visualizations
  - Reduced revisions through shared spatial clarity
  - Global eDesign delivery for complex, multi-location projects
  - AI-supported workflows for layout optimization and planning
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## **Positioning Rule**

This offer is not for developers seeking traditional design services. It is for developers who require speed, certainty, and decision confidence before committing capital.

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## **Target Audience Categories**

### **New Real Estate Developers**

Developers launching early-stage or first-time projects who require clarity and confidence to present concepts to investors and partners.

Key needs include investor alignment, clear visualization, and reduced uncertainty prior to construction.

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### **Established Real Estate Developers**

Developers managing multiple projects or portfolios, often coordinating between in-house teams and external consultants.

Key needs include faster stakeholder alignment, reduced revisions, and efficient decision-making across developments.

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### **Hotel and Hospitality Developers**

Developers designing guest-centric, brand-driven environments where experiential clarity is critical.

Key needs include communicating the guest experience clearly, aligning brand stakeholders, and minimizing late-stage design changes.

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## **Multifamily and Mixed-Use Developers**

Developers balancing cost efficiency, user experience, and return on investment across large-scale projects.

Key needs include clarity across stakeholder priorities, confident approvals, and reduced friction during planning stages.

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## **Investment-Backed Development Firms**

Firms presenting projects to boards, partners, and investors where professional, immersive visualization is essential.

Key needs include board-ready presentations, stronger investor confidence, and clear communication of design intent.

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## **Ideal Decision-Makers to Target**

- Chief Executive Officer
- Chief Operating Officer
- Founder
- Managing Partner
- Development Director

Outreach should prioritize decision-makers or strong decision influencers.

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## Not a Fit

- Small residential clients
  - One-off homeowner projects
  - Budget-driven or price-first inquiries
  - Projects without stakeholder complexity
  - Clients without decision authority
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## Key Messaging Pillars for Outreach

All messaging should consistently reinforce:

- Decision clarity
- Speed to approval
- Stakeholder alignment
- Reduced revisions
- Confidence before construction

Messaging should avoid focus on style, trends, decoration, or pricing.

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## Internal Reminder for Outreach and Lead Qualification

The objective is not to pitch services or request calls. The objective is to assess relevance and invite alignment with organizations that require clarity, speed, and future-ready decision-making.

Outreach should consistently communicate selectivity and strategic fit.

# General Pillars

# REFINED CORE PILLARS

## Virtualistic Interiors — General Positioning

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### PILLAR 1: Decision Clarity Before Commitment

#### What it stands for

Critical decisions often carry financial, operational, or reputational weight before all parties share the same understanding.

#### Refined Message

Many teams reach a point where decisions must be made, yet stakeholders are still interpreting information differently.

Virtualistic Interiors exists to create shared clarity *before* commitments are finalized—reducing uncertainty and improving confidence at the moment it matters most.

#### Why this pillar works

- Applies to sales, design, development, and procurement
  - Frames value as *risk reduction*, not visualization
  - Positions you upstream of mistakes, not downstream of fixes
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### PILLAR 2: Speed as a Strategic Advantage

#### What it stands for

Speed is rarely constrained by execution—it's constrained by alignment.

#### Refined Message

In complex environments, progress slows when decisions require repeated explanation and interpretation.

Our approach focuses on accelerating understanding and alignment, allowing teams to move forward faster without sacrificing confidence or quality.

#### Why this pillar works

- Speaks to executives, not operators
  - Connects speed to clarity (not pressure)
  - Avoids “efficiency” buzzwords
- 

## **PILLAR 3: Shared Understanding Across Stakeholders**

### **What it stands for**

Decisions fail when stakeholders are reacting to different mental models.

### **Refined Message**

Whether decisions involve internal teams, clients, partners, or investors, alignment improves when everyone is responding to the same experience—not separate interpretations.

Virtualistic Interiors enables shared understanding that reduces back-and-forth and supports more decisive collaboration.

### **Why this pillar works**

- Neutral, non-technical language
  - Applies to multi-stakeholder environments
  - Positions VR as a *communication medium*, not a tool
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## **PILLAR 4: Fewer Revisions, Lower Downstream Risk**

### **What it stands for**

Most late-stage issues originate from early-stage misinterpretation.

### **Refined Message**

When clarity is established earlier, feedback surfaces sooner and adjustments happen when they are least costly.

By shifting understanding forward in the process, teams often reduce late revisions, rework, and unnecessary friction.

### **Why this pillar works**

- Focuses on cause, not symptoms
  - Avoids promises or guarantees
  - Resonates with both financial and operational leaders
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## **PILLAR 5: Designed for Complexity and Scale**

### **What it stands for**

High-complexity environments require systems, not one-off solutions.

### **Refined Message**

This approach is built for teams operating at scale—where consistency, clarity, and repeatability matter.

It is most effective in environments with layered decision-making, distributed teams, or complex offerings.

### **Why this pillar works**

- Disqualifies low-fit prospects naturally
  - Positions you as enterprise-capable
  - Reinforces that this is not a “demo” solution
- 

## **PILLAR 6: Authority Through Selectivity**

### **What it stands for**

Not every problem requires this level of intervention.

### **Refined Message**

Virtualistic Interiors is not relevant in every situation.

It delivers the most value where clarity directly impacts outcomes and decisions carry meaningful consequences. Assessing fit early ensures the approach is applied where it truly matters.

### **Why this pillar works**

- Builds trust through restraint
  - Signals confidence and maturity
  - Attracts high-quality buyers
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## ONE-SENTENCE MASTER POSITIONING

(You can use this anywhere)

**Virtualistic Interiors helps organizations make complex decisions with greater clarity, speed, and confidence by aligning stakeholders through immersive understanding before commitments are made.**

# Corporate Training Lead



# Possible leads

## DEAL / ANCHOR CLIENT (BEST FIRST FIT)

### Herman Miller

#### Why Herman Miller

- Contract + B2B focus
- Heavy A&D specification channel
- Complex product configurations
- Global sales + dealer network
- Mature training culture
- Innovation-forward (AI + VR is credible, not risky)

👉 If someone asks “*who is this for?*”  
**Herman Miller is the cleanest example.**

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## OTHER STRONG CLIENTS (SAME CATEGORY)

These are **equally valid corporate training prospects**:

- **Steelcase**
- **MillerKnoll**
- **Haworth**
- **Teknion**

All of these:

- sell at scale
- rely on A&D relationships

- have distributed sales teams
- benefit directly from VR + AI sales training

# Funnel



# THE FUNNEL (DO NOT CHANGE)

## Funnel Type

Sales Enablement & Capability Scaling Funnel

## Funnel Flow

Awareness → Relevance → Ownership → Approval → Training Rollout

This mirrors how **manufacturers actually buy training**.

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## STAGE 1 — AWARENESS

*“Our sales process is slower than it should be.”*

### Who you contact FIRST

- VP of Sales
- Head of Contract / B2B Sales
- Director of A&D Sales

These people:

- own revenue
  - feel sales friction
  - approve or influence training spend
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### Your objective at this stage

You are NOT pitching training.

You are helping them recognize:

- long approval cycles
- back-and-forth with designers
- difficulty explaining configurations

You are surfacing the **problem**, not the solution.

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### **How you research (VA execution)**

1. Go to manufacturer website
  - Look for **Contract / Hospitality / Workplace**
2. Check LinkedIn company page
  - Dealer networks
  - National sales teams
3. Check trade shows
  - NeoCon, HD Expo = green flag

If they sell **complex, configurable furniture through A&D** → proceed.

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## **STAGE 2 — RELEVANCE**

*“This could materially help our sales teams.”*

 **Who reinforces relevance**

- Director of A&D Sales
  - Dealer Enablement Lead
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### **Your objective**

Connect the pain to outcomes:

- faster approvals
- clearer client understanding
- fewer revisions

You frame VR + AI as:

**decision-clarity tools for sales**, not tech.

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### **What you do NOT do**

- no pricing
- no rollout talk
- no “training program” pitch

This stage is about **use-case legitimacy**.

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## **STAGE 3 — OWNERSHIP**

*“Who would actually run this internally?”*

### **Who you involve**

- **Head of Digital Experience**
  - **Innovation / Technology Lead**
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### **Your objective**

Establish:

- how this integrates into sales workflows
- that training is **structured and repeatable**
- this is not a one-off experiment

You are **creating a champion**, not closing.

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## **STAGE 4 — APPROVAL**

*“Is this worth investing in?”*

### **Who approves**

- VP of Sales
  - Commercial Leadership
- 

### **Language that works here**

You speak **ONLY** in business terms:

- shorter sales cycles
- higher close rates

- stronger A&D differentiation
- reduced sales friction

No tech jargon. No features.

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## STAGE 5 — GROUP TRAINING ROLLOUT

*“Let’s enable the teams properly.”*

### What gets delivered

- Group training for:
  - sales teams
  - dealer / rep networks
- VR for:
  - product visualization
  - spatial context
- AI for:
  - faster configuration clarity
  - reduced iteration time

This is where **long-term accounts are won.**

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## HOW YOU EXECUTE THIS (VA PLAYBOOK)

# WEEKLY EXECUTION LOOP

## Step 1 — Build a Target List (5–10 companies)

Only large manufacturers with:

- contract / B2B focus
- A&D sales channels
- dealer networks

Examples (category, not pitch list):

- Herman Miller
  - Steelcase
  - Haworth
  - Teknion
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## Step 2 — Identify Roles (Per Company)

You must find **at least one** of:

- VP of Sales
- Director of A&D Sales

Optional:

- Dealer Enablement
  - Digital Experience
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## Step 3 — Outreach Order (IMPORTANT)

1. Sales leadership first (Awareness)
2. Then enablement / digital (Ownership)
3. Approval comes later

Never reverse this order.

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#### **Step 4 — Track by FUNNEL STAGE (Not Replies)**

Your CRM / tracker should show:

- Stage 1: Aware
- Stage 2: Relevant
- Stage 3: Owned
- Stage 4: Approved

Silence ≠ failure.

Movement through stages = success.

# Interior Design Consultancy and FF&E Procurement 2



Categ 2 Lead

Best Leads:

[https://www.linkedin.com/posts/orr-partners-llc\\_breakingground-multifamily-development-activity-7417955881016942593-GFnI?utm\\_source=share&utm\\_medium=member\\_desktop&rcm=ACoAADM-I0UB89a7cYHG2cJyVcHiLFH0E4YJi80](https://www.linkedin.com/posts/orr-partners-llc_breakingground-multifamily-development-activity-7417955881016942593-GFnI?utm_source=share&utm_medium=member_desktop&rcm=ACoAADM-I0UB89a7cYHG2cJyVcHiLFH0E4YJi80)

Ryan Orr - <https://www.linkedin.com/in/ryan-orr-49749231/>

David Orr - <https://www.linkedin.com/in/david-orr-067821241/>

## Lead Evaluation: Orr Partners



### Project Signal (Very Strong)

From their post:

- **“We just closed on our new development project”**
- **“Breaking ground right away”**
- **231-unit mixed-use development**

- **Ground-floor retail**
- **Publicly announced**
- **Recent (days ago)**

This checks the **highest-intent timing window**:

- Pre-construction / early construction
- Design and FF&E decisions still active
- Capital and timelines already committed

This alone puts them in the **top tier of leads**.

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## **Why This Is the RIGHT Lead for Your Offer**

### **1. Correct Company Type**

- Real estate development firm
- Actively developing a **multifamily + mixed-use** project
- Not a broker, not property management

### **2. Correct Project Type**

- Multifamily (231 units)
- Mixed-use (retail + residential)
- Urban infill development
- Investor-backed scale

### **3. Correct Timing**

- Just closed
- Breaking ground now
- This is when:
  - Misalignment becomes expensive
  - FF&E clarity matters
  - Stakeholder confidence is critical

#### **4. Clear Decision-Maker Access**

They tagged multiple senior people:

- **David Orr**
- **Ryan Orr**
- Other partners and leadership

This makes **decision-maker identification easy**.

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## **Who You Should Target at Orr Partners (IMPORTANT)**

### **Tier 1 (Best Targets)**

- **Founder**
- **Managing Partner**
- **Principal**

Specifically:

- **David Orr**

- **Ryan Orr**

These roles:

- Approve design direction
- Control capital decisions
- Decide on consultants and FF&E strategy

### **Tier 2 (Backup)**

- Director of Development
- Head of Development

Only if Tier 1 is unavailable.

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## **Which Messaging Pillar to Use (Very Clear)**

### **Primary Pillar**

#### **Decision Clarity Before Capital Commitment**

Why:

- Project just closed
- Multiple stakeholders involved
- Large unit count
- Mixed-use complexity

### **Secondary Pillar (Follow-up)**

#### **Fewer Revisions, Lower Risk**

Why:

- Breaking ground now
  - Late changes become costly
  - FF&E and interior decisions still evolving
- 

## Why This Lead Is BETTER Than Apollo-Only Leads

| Criteria                      | Orr Partners |
|-------------------------------|--------------|
| Active project                | Yes          |
| Public announcement           | Yes          |
| New development               | Yes          |
| Multifamily / mixed-use       | Yes          |
| Decision-maker visible        | Yes          |
| Right timing                  | Yes          |
| Email-first outreach possible | Yes          |

This is **exactly** the type of lead Apollo and ContactOut *cannot reliably surface alone*.

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## How to Explain This in Training (Use This)

You can say:

“I selected Orr Partners because they publicly announced a new 231-unit mixed-use development that is breaking ground now. This timing makes interior design and FF&E clarity highly relevant, especially for stakeholder alignment and risk reduction.”

Funnel for this categ

# YOUR FUNNEL

## Interior Design Consultancy & FF&E Procurement

(Developers • Hotels • Multifamily)

### Funnel Type

**Relationship-Led, Timing-Sensitive, High-Trust Funnel**

Not lead gen. Not transactional. Not volume-based.

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## FUNNEL OVERVIEW (ONE LINE)

**Awareness → Positive Association → Contextual Trust → Relevance →  
Alignment Conversation → Project Engagement**

This funnel respects how **real estate decisions are actually made.**

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## STAGE 1 — AWARENESS

*“I know who you are.”*

### What happens

- They see your name on LinkedIn
- You appear around a real milestone (groundbreaking, announcement, closing)
- You are visible, but not intrusive

### How this shows up

- Connection request tied to a real project

- Profile presence
- Occasional content visibility

### **Why this matters in this category**

Developers don't respond to cold vendors.  
They respond to **familiar, credible names**.

#### **👉 Goal:**

Be known *before* you're needed.

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## **STAGE 2 — POSITIVE ASSOCIATION**

***"I associate them with professionalism and respect."***

### **What happens**

- First private interaction is goodwill only
- You acknowledge a win, effort, or milestone
- No pitch, no service explanation

### **Why this matters for Interior Design & FF&E**

This category is:

- highly subjective
- trust-based
- long-term

If the first interaction feels salesy, you're out.

#### **👉 Goal:**

Anchor your brand to **success + respect**, not selling.

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## STAGE 3 — CONTEXTUAL TRUST

*“They understand my world.”*

### What happens

- Light, non-redundant touch
- You reflect the *phase* they’re in (without advice)
- You demonstrate awareness of development complexity

### Why this matters

Developers don’t need education.

They need partners who **understand timing, pressure, and coordination.**

### 👉 Goal:

Move from “polite contact” → “they get it.”

---

## STAGE 4 — PERMISSION-BASED RELEVANCE

*“This might be useful — when timing is right.”*

### What happens

- You introduce relevance once
- You frame value as **perspective**, not services
- You include disqualification (“if it’s useful / or not”)

### Why this matters in FF&E / Design

- Needs vary wildly by project
- Timing is everything
- Pushing relevance too early destroys trust

👉 **Goal:**

Open a door without forcing it.

---

## STAGE 5 — ALIGNMENT CONVERSATION

*“Let’s see if this actually fits.”*

### What happens

- Conversation is initiated by:
  - their curiosity
  - their timing
  - a real need
- This is **not a sales call**

### What this conversation is about

- Decision clarity
- Stakeholder alignment
- Scope complexity
- Where design + FF&E can remove friction

### Why this matters

Projects in this category fail when:

- alignment is late
- decisions are rushed
- expectations are unclear

👉 **Goal:**

Decide **together** if collaboration makes sense.

---

## STAGE 6 — PROJECT ENGAGEMENT

*“You’re the right partner for this project.”*

### What happens

- Scope is defined calmly
- Trust already exists
- Procurement and design feel like **risk reduction**, not cost

### Why this funnel pays off

By this stage:

- You’re not being compared on price
- You’re not one of many vendors
- You’re seen as a **strategic partner**

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## WHY THIS FUNNEL IS PERFECT FOR YOUR CATEGORY

Interior Design + FF&E for developers is:

- high-ticket
- high-risk
- high-coordination
- long-cycle

So the funnel must:

- respect timing

- protect brand authority
  - prioritize trust over speed
  - convert *when it's right*, not when pushed
- 

## **ONE-SLIDE SUMMARY (USE THIS IN YOUR PITCH)**

**Our outreach funnel is designed to mirror how development decisions actually happen — building trust and relevance long before a project needs a partner, so when timing aligns, collaboration feels natural, not sold.**

Script

**Yes — David Orr intentionally only has a 3-message sequence (plus the connection request).**

That is **by design**, not a gap.

Ryan Orr and David Orr **should not be treated the same**, even though they're at the same firm.

---

## **Why David Orr's sequence is shorter (this is the strategy)**

David Orr sits at a different decision layer.

### **David Orr profile (why fewer touches):**

- Founder / senior principal
- Capital + vision + final decision authority
- Extremely high inbound volume
- Low tolerance for inbox noise
- Notices **taste and restraint** more than persistence

For this level:

**Fewer, higher-quality touches outperform longer nurture sequences.**

More messages ≠ more warmth

More messages = more risk

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## **David Orr funnel (COMPLETE AND CORRECT)**

This is the **full funnel**, not missing steps.

### **Funnel logic for David:**

**Recognition → Goodwill → Optional Relevance → Silence**

Anything beyond this becomes **redundant** or **out of touch** (as you correctly flagged earlier).

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## **DAVID ORR — FULL OUTREACH SEQUENCE (FINAL)**

### **0 CONNECTION REQUEST (ENTRY POINT)**

**Purpose:** Awareness + legitimacy

Hi David — congratulations on breaking ground at 10th & Irving.

A 231-unit mixed-use project moving from closing to construction this decisively is a major milestone.

Would be great to connect.

---

### **1 MESSAGE AFTER ACCEPTANCE (DAY 0–2)**

**Purpose:** Goodwill only

Thanks for connecting.

Breaking ground that quickly after closing says a lot about the preparation behind the project.

Wishing you and the Orr Partners team a smooth build.

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### **2 OPEN DOOR (DAY 45–60)**

**Purpose:** Permission-based relevance (ONCE)

As projects progress, some teams find it useful to bring in an outside perspective focused purely on clarity and alignment — especially while decisions are still flexible.

If that's ever useful on your end, happy to see whether it makes sense or not.

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### **3 STOP**

This is not a step you skip — it's a step you **respect**.

No:

- light presence touches
- generic observations
- “checking in”
- forced nurturing

You re-enter **only** at a **new milestone** months later.

---

## Why Ryan Orr gets more touches than David Orr

Ryan's role is different — and this is important for your pitch.

### **Ryan Orr:**

- Execution-focused
- Day-to-day coordination
- More operational bandwidth
- More tolerant of context-setting
- Often a bridge to David later

So Ryan can receive:

- recognition
- goodwill
- contextual trust
- permission-based relevance

David only gets:

- recognition
- goodwill
- optional relevance

That's not inconsistency — that's **role-aware outreach**.

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## How to explain this to your client (use this verbatim)

“We intentionally keep outreach to founder-level principals shorter and more restrained.

For execution-focused leaders, we allow slightly more contextual engagement.

This protects brand authority while still cultivating relationships at every level.”

That line alone shows strategic maturity.

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## VA RULE (PUT THIS IN YOUR SOP)

**The higher the seniority, the fewer the messages.**

**The closer to execution, the more context is acceptable.**

---

## Final reassurance

You did not “lose” steps for David.

You **removed unnecessary ones**.

That's what makes this funnel:

- senior
- tasteful
- credible

- aligned with how real estate founders actually operate

If you want next, I can:

- put **David vs Ryan side-by-side in one slide**
- create a **seniority-based outreach matrix**
- or help you script **what happens if Ryan pulls David in**

Just tell me the next thing you want to lock in.

Email

