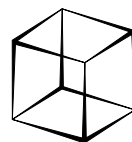


Preiser Consultants Online Business Development Solution

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Tampa, FL 33606
+ 813-541-9759
info@preiserconsultants.com
www.preiserconsultants.com



Preiser
Consultants™

Developing **Smarter** Leaders, Teams, and Organizations

ABOUT **PREISER CONSULTANTS**



PREISER CONSULTANTS **PROFILE**

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ABOUT **RANDALL “RANDY” PREISER**

Mr. Preiser is an engaging, experiential strategist, coach, and facilitator who radiates energy and quickly builds trusting rapport with individuals and training groups of all sizes.

His honest and approachable style puts clients and group members immediately at ease and enables learning to begin right from the start. His skillful use of stories, strategic games, simulations, case studies, and meaningful conversations combine with innovative approaches in neuroscience and quantum learning to create an incredibly effective, one-of-a-kind experience.



Photo by Mark Frauenfelder

Professional Background

In the mid 1970's, Mr. Preiser worked as the Director of Training at the Keyes Center in Berkeley, California with Ken Keyes, renowned personal development lecturer and author of *The Handbook of Higher Consciousness*. Together, they trained individuals from all over the world in effective methods and approaches to improve personal insight.

Following that, in the very early days of managed care, Mr. Preiser successfully built and served as CEO of the third largest HMO in the U.S. healthcare market—American Dental Plan.

Mr. Preiser also served as CEO of a number of international organizations in the emerging information technology sector including Chexact and Transcontinental Data Services.

Management Consulting

Following his work at the Keyes Center, Mr. Preiser began coaching and training as a management consultant working with small and medium size businesses. It was at this time he learned that many of the challenges faced were not necessarily caused by lack of sales or revenues, processes, or even technology—it was more so because of inadequate communication resulting from low trust, unclear purpose, and a subsequent lack of buy in from employees.

ABOUT **RANDALL “RANDY” PREISER**

Using this insight, Mr. Preiser added targeted training and coaching for leaders and teams in addition to his management consulting services. This made a significant difference in organizational outcomes because in addition to knowing what to do, organizations and their leaders now knew how to do it.

During this same time (1990-2001), Mr. Preiser served as CEO for the Bureau of Medical Economics, a consulting and receivables management entity which he acquired and maintained a portfolio of \$128 million serving a client base of more than 1,000 doctors, dentists, and hospitals.

Organizational Development

In the late 1990's, Mr. Preiser was retained as a management consultant by a client in Honolulu, Hawaii. Shortly thereafter for this same client, he facilitated the development for what eventually became the “One Kalakaua Senior Living Project”—a \$78 million senior living facility featuring a state-of-the-art fully licensed nursing unit that is still regarded today as the premier senior community and healthcare facility in the Pacific region.

Mr. Preiser's partial client list includes government agencies and Fortune 500 companies such as the US Post Office, Federal Emergency Management Agency, DHHS, Florida Department of Health, Florida Department of Corrections, Hawaii Department of Emergency Management, Individual Education Schools, Price Waterhouse, AMFAC, American Dental Plan, Tampa General Hospital, Bureau of Medical Economics, International Data Services, Indentica Tech, Coldwell Banker, Volvo, Toyota, Millpack, as well as many private and non-profit concerns.

Developing Coaches

From 2009 – 2010, Mr. Preiser proudly served as CEO of iPEC, one of the world's largest coaching organizations providing executive and leadership coaching internationally to more than 5,000 professional certified coaches.

Publications

Author, Mind Power Exercises, published by Neva Products
Developer and Editor, Unconventional Wisdom, iPEC Coaching
Author, “Med Type Intervention”, Preiser Consultants (proprietary)
Author, “The Pertinent Strategy for Small Business”, Preiser Consultants (proprietary)



ABOUT **RANDALL “RANDY” PREISER**

Certifications

Certified Executive Coach (IPEC, ICF)
Certified Emotional Intelligence Coach/Trainer (ISEI)
Certified DiSC
Certified Six Sigma Green Belt/Champion
Certified Franklin Covey Facilitator
Certified NLP Master Practitioner (HNLPAUNLP)
Board Certified Clinical Hypnotherapist (ACHE)
Certified Mediator (FL, Hawaii)
Certified in Brain-based Learning (HNLP)

In addition to the above professional certifications, Mr. Preiser has completed organizational studies at Wharton School of Business, Saint Petersburg College, University of Kentucky, and is a graduate of Cornell University's High Performance Leadership Course of Studies.

Military Journalist, US Air Force (Viet Nam era)

OUR SERVICES

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STRATEGY

- ✓ Strategic Consulting
- ✓ Strategic Planning
- ✓ Strategic Organization



LEAD GENERATION

- ✓ Social Marketing
- ✓ Video Marketing
- ✓ Search Engine Marketing



LEAD NURTURE

- ✓ Content Marketing
- ✓ Email Marketing
- ✓ Retargeting



LEAD CONVERSION

- ✓ Websites
- ✓ Sales Funnels
- ✓ Online Presentations



SERVICES OVERVIEW

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SERVICES OVERVIEW

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SERVICES OVERVIEW



1. Discover

Every project at Preiser Consultant System begins with the discovery phase because we firmly believe being pointed in the right direction is more important than how fast you are going.

2. Plan

Once we are totally clear on “what” you want to accomplish, the “how” becomes our next top priority. This is where we inventory resources, solidify objectives, and establish timelines.

3. Design

Here we dial in the look, feel, and user experience for your project so that we make a lasting impression on your prospects resulting in hyper engagement using a direct response marketing style.

4. Build

It’s now time to bring the design to life by giving it the functionality it needs using a variety of different programming languages based on the project’s pre-determined objectives. We know that superior design and superior code means a superior experience

5. Deploy

The “rubber meets the road” in the deployment phase as we fine tune every aspect of the project while performing thorough quality assurance per the objectives established in the the Planning Phase.

6. Scale

Once the deployment rollout is completed and we have successfully achieved project objectives, we shift our focus towards maximum exposure and letting everyone in your target market know that are a ready of business. The more prospects we can engage and the more customers we can acquire, the better.



PERSONAL REFERENCES

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CLIENT **PORTFOLIO**

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ABC VS WORDPRESS

Prieser Consultant System believes that the best development platform to use for a project depends on the scope and requirements of the project. With this context, Prieser Consultant System believes that Adobe Business Catalyst is the best all-in-one Business solution.



Top 7 Reasons Why We will Put Our Money On Adobe Business Catalyst over WordPress Any Day Of The Week

1. Wordpress is free. Anyone can get it and set it up with a free theme. Most of it's plug-ins are also free. This really makes it easy for just anyone to throw up a website and call themselves a web development company. ABC is a much more comprehensive online business development solution that requires a higher degree of sophistication and understanding of online marketing. It is an All-In-One solution that has most of what a business needs straight out of the box!

2. Wordpress is originally a blogging system, turned web development solution. It was never intended to be used as a web development platform initially and since then has been modified and morphed into having such capability. ABC on the other hand is not a web development solution, it is a full blown online business solution by an Industry leader that was specifically built for managing the different aspects of a business' online presence.

3. Wordpress is self-hosted. This would mean that we would be hosting our Wordpress site on our server. This also means that we would need to make sure we administer the server for updates, security bugs, and other software or hardware failures. ABC on the other hand is fully hosted by Adobe on Amazon servers. Adobe's team manages and secures the servers allowing us to focus on the website rather than the web server hosting the website.



Top 7 Reasons Why We will Put Our Money On Adobe Business Catalyst over WordPress Any Day Of The Week

4. Wordpress is a stand alone-system. It allows for limited online business functionality and requires the setup and configuration of 3rd party plug-ins and providers to perform critical business functions. ABC on the other hand is an All-In-One online business solution that combines Web Hosting, Email Hosting, Web Content Management, Blogging, Email Marketing, Customer Relationship Management, Referral Partner Management, eCommerce, Analytics & Reporting, and much more all in one system allowing for interoperability of these systems as well as congruent brand presence across multiple marketing systems.

5. Wordpress requires 3rd party plug-ins for functionality such as Ad Rotators, Web Forms, Photo Galleries, and Secure Members Portals. Getting these 3rd party plug-ins often requires additional costs and configuration which can be very time consuming and cumbersome. ABC on the other hand has this functionality built-in via modules than can be easily enabled and disabled. The plug-ins work beautifully out of the box since they are developed by the same company that developed the platform the plug-ins are to run on.

6. Wordpress is known to have notorious security issues. It is also common for a 3rd party plug-in to cause your website to degrade in performance, and sometimes even lose functionality easily crippling your entire online presence. Wordpress is also constantly being exploited by comment spammers and other online hackers who use known security shortfalls to attack sites and disrupt workflow functionality. ABC on the other hand, has a team of security professionals on staff by Adobe whose sole responsibility is the identification and fixing of all known security issues. While it's still not 100% bullet proof, which nothing online really is..., it is a much more robust solution than Wordpress.

7. Wordpress is an open source solution. It is written "For the people, by the people." While it is a great platform for a stay at home mom to launch a cup cakes blog, it is by no means a business class solution. ABC on the other hand is backed by a multi-billion dollar industry leader who understands business at a very deep level and has dedicated support resources to ensures business can continue online around the clock.

While Wordpress is a good solution in a very small number of applicable scenarios, as you can clearly see above it stands absolutely no chance against the 800-lb guerrilla in the room: ABC.



THE DIFFERENCE

Preiser Consultant System Value Proposition

Dedicated Experienced Project Manager

Project Management Portal For Centralized Communication & Task Management

Custom Website, Email and Video Content Creation Services

No Monthly Contracts For Web Hosting

Get A Full Backup Of All Your Designs & Codes Upon Successful Project Completion

Support Desk Trouble Ticketing System

Custom High Quality Stock Photography

Certified PCI Compliant Hosting

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