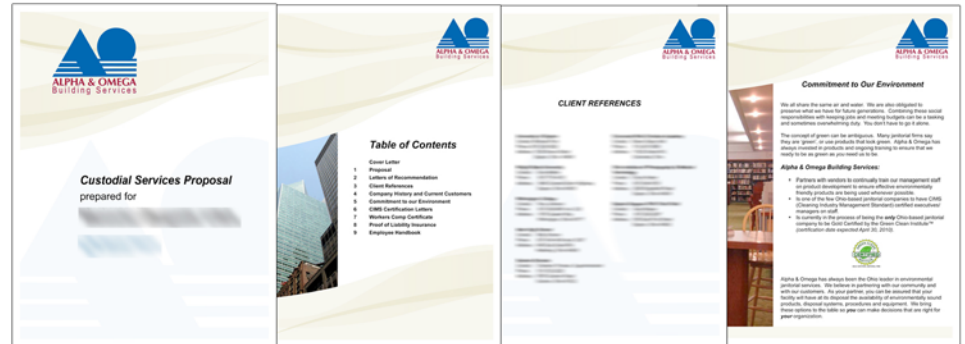


Solution Brief #002



Alpha & Omega Building Services Customer Proposal Booklet Templates

Customer Situation

Alpha & Omega Building Services wanted to present their proposals to potential new clients in a more professional format. It was very important that their sales team has the ability to personalize each proposal and to print on demand as needed.

AlphaGraphics Solution

AlphaGraphics created 2 proposal booklet templates, one to be used when presenting to a large account, the other for smaller proposals. To produce the larger booklet, Alpha & Omega provided the logo of their prospective client as well as the customized proposal and available pictures of the venue. AlphaGraphics then populated the template and produced the booklet in color and finished it with a clear front cover, back cover and coil binding. The smaller template was created digitally for Alpha & Omega Building Services to personalize and print as needed on their own.

Customer Benefit

Alpha & Omega Building Services saw results right away from using the professional proposal booklet. The sales team now feels more professional when presenting their proposals, and their prospects are taking notice. One large new client stated that Alpha & Omega's proposal presentation showed attention to detail and beat out a competitor that was offering a lower bid.

For Additional Information:

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