



1391 W. Broadway  
Eugene, OR 97402

541.556.0990  
matt@purvismanagement.com  
www.purvismanagement.com

## The Bottom Line

You are always looking for ways to improve your bottom line, deepen relationships, attract new primary relationships and develop and retain high-potential employees. Purvis Management enables you to accomplish these objectives in a cost-effective way, keeping staff focused on their primary duties. We call this Brand Animation™.

### Brand Animation™

The organization's mission, vision and brand promises are compelling; your strategy is clear and strong and your values are meaningful. Is staff able to internalize these aspirational qualities, translating them into experiences that grow productive, primary relationships? Brand Animation is a ground-breaking system that helps your organization live up to its potential by designing and delivering experiences that live out your strategic brand identity.



Matt Purvis

## About Purvis Management

Purvis Management helps organizations solve fundamental business problems. As CXO of Northwest Community Credit Union, based in Eugene, Oregon, Matt Purvis developed new approaches to employee motivation, organizational design, decision-making, consumer behavior and sales management. These insights helped us create processes and practices to help financial institutions break down silos, identify new opportunities for growth, strengthen unique cultures, and create lasting value.

# The Sales Animation™ Process and Timeline

## 1. Discovery

We analyze your brand using:

- Mission and vision statements
- Brand positioning and brand promises
- Service-level agreements
- Interviews with executive team/management

**Timeline for research conducted remotely..... 1 week**

## 2. Pre-Campaign Sales Animation Survey

An anonymous, online survey explores each staff member's:

- Understanding of integrated brand theory
- Opinions and insights regarding your institution's brand
- Self-assessment of skills and abilities bringing your brand to life

**Timeline for survey assessment..... 2 weeks**

## 3. Sales Animation Workshops

Using insights from Discovery and the Sales Animation Survey, each workshop delivers:

- Deeper understanding of your organization's unique identity and values
- Practical and actionable understanding of brand
- Brand Behaviors™ that will deliver your brand promises as consumer experience and reposition sales in service of your mission

**Workshop timing (or as schedules allow) ..... 1 week**

## 4. Sales Animation Campaign

Action drives change! Each week of the campaign, we facilitate a 15-minute conference call with front-line staff to:

- Discuss challenges and successes executing the Brand Behaviors
- Create plans and accountabilities to continuously improve implementation and effectiveness of your Brand Behaviors
- Assess progress on the organization's targeted sales or service metrics

**Campaign length..... 8 weeks**

## 5. Campaign Evaluation

Campaign results will be assessed in two dimensions:

- Staff understanding, confidence and skill animating your institution's brand, assessed through a Post-Campaign Sales Animation Survey
- Success achieving your sales/service goals

**Timeline for survey dissemination and assessment ..... 3 weeks**

## Project Timeline: 4 Months

The Sales Animation process takes approximately four months to complete, depending on scheduling needs. Scheduled executive time can be limited to: communication during the discovery phase, one two-hour Sales Animation workshop, and a scheduled debrief during the campaign evaluation.

Contact Matt Purvis at 541.556.0990 or [matt@purvismanagement.com](mailto:matt@purvismanagement.com)