



MPI

Branding Integrity Guide | 2021

Logo

lo·go a graphic representation or symbol of a company name, trademark, abbreviation, etc. It is often uniquely designed for ready recognition.



Primary Logo / No Tagline

MPI

Secondary Logo / Tagline

MPI
MAKING A POSITIVE IMPACT

Color

col-or A significant impact on people's emotional state. Color can trigger an emotion and evoke a brand association. Ex: According to color therapy studies, shades of blues in a logo exude confidence and trust.



Logo / White Background



The teal dot in the “I” symbolizes the importance of the word “**IMPACT**” and the “**POSITIVE IMPACT**” MPI’s services provide daily for each Individual or client.

1) Navy | Pantone 308C

Background Color Palette



2) Teal | Pantone 3252C

3) Dark Navy | Pantone 316C

MPI

HEX: #FFFFFF
CYMK White

MPI

HEX: #00587C
CMYK: Pantone 308C

MPI

HEX: #2AD2C9
Pantone 3252C

MPI

HEX: #da291c
Pantone 485C

MPI

HEX: #ffb500
Pantone 7549C

MPI

HEX: #a4bcc2
Pantone 7542C

MPI

HEX: #004851
Pantone 316C

MPI Mission

mis·sion MPI is a committed to partner and strives to deliver on our mission every day. We are a Milwaukee based professional services organization/business partner offering outsourced sales and customer support. Via the telephone and internet, we drive revenue and create happy customers through strategic and profitable engagements.



MPI

MISSION
— make a —
POSITIVE
IMPACT
Employees | Clients | Community

VISION
INDUSTRY LEADER
in DEMAND generation
& SALES education
through Training
& Transparency



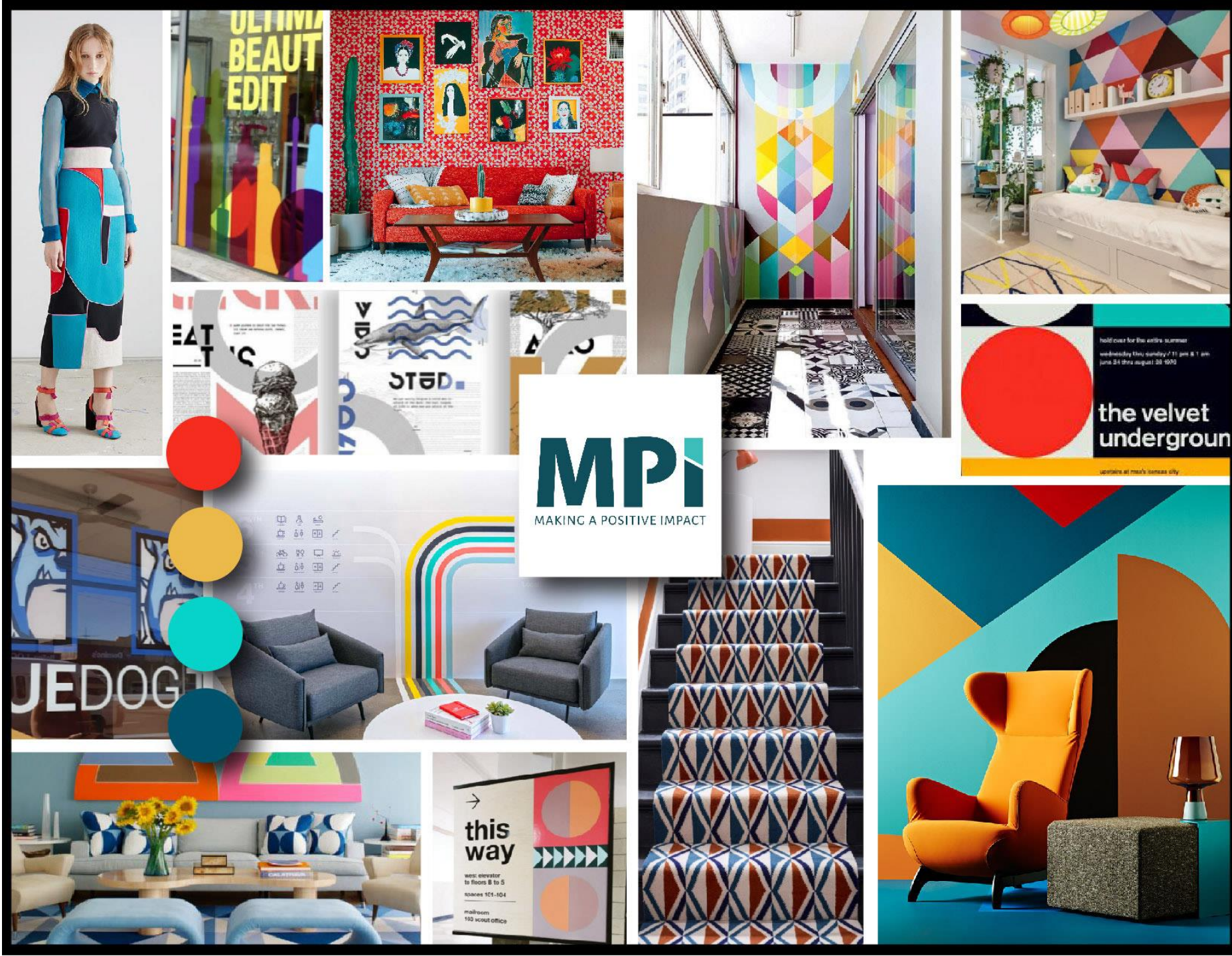
MPI's Mood

Creative professionals create **mood boards** to communicate the "feel" of an idea. They can be a powerful starting point in a creative project—a visual reference for the team and a springboard for new ideas.

Creative Focus :

- *Current trends / pop culture*
- *Graphic design*
- *Fashion*
- *Fine art*
- *Product design*
- *Interior design*

It all starts with a **mood board** and then the development of visuals tailored to MPI begins.





MPI's Brand

MPI recognizes the value of a midwestern work ethic alongside a healthy appetite for fun, which is why our branding reflects the city's spirit.

The design attracts with overlays of bold color, transparency and vivid imagery of sales, tech & MKE hotspots.



The various colors and scale represent the unique services offered at MPI.

Typography

typo · graphy *Typography has two main purposes in graphic design. The first is to promote legibility. The second is to help communicate the messaging, tone, and sentiment of a design piece.*



Primary | Headlines | Subheads

Bitter Bold (print spacing 50) (presentations 0)
Bitter Regular (print spacing 50) (presentations 0)
Bitter Medium (print spacing 50) (presentations 0)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

12345678910 | 12345678910

Secondary | Body

Open Sans Bold (print spacing 50) (presentations 0)
Open Sans Regular (print spacing 50) (presentations 0)
Open Sans Italic (print spacing 50) (presentations 0)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

12345678910 | 12345678910

Print Design

Marketing Collateral



Text layout with call outs and imagery.

Enjoy Complete Sales Funnel Management All the Way To Solution 1

The sales process includes prospecting, qualifying leads, making calls, following-up, setting sales appointments, closing deals, and so much more behind the scenes. As previously mentioned, managing the sales funnel can be a time-consuming effort. However, it is clear that properly running the sales funnel is a necessary component of keeping a company profitable, but also it does not have to be a complex and stress-filled process. As a matter of fact, companies that hire an Outsourced Sales Partner and automate prospecting and management see a 10% or greater increase in revenue in 6-9 months.^[1]

10%+ increase in revenue in 6-9 mths

MPI 5 Benefits of Outsourcing Sales

ies control over all aspects of the funnel and provides prospecting to generate additional leads. Through leveraging need partner gains a thorough understanding of the line. Then trained experts will consistently target qualified vert leads, and nurture prospects to close. This centralized ured Sales Partner to anticipate potential problems and hally increasing the sales cycle efficiency.

Design format for documents.

MPI MAKING A POSITIVE IMPACT

MPI is a trusted Outsourced Sales Partner, helping our clients create a robust sales team that's outsourced, not offshored.

Customer Support In Telemedicine

The outbreak of the COVID-19 pandemic in March 2020 created an immediate need for essential virtual healthcare options, when in-person appointments were not possible.

Ensure Consistent Business Development Activities

From appointment setting to closing the sale, we can help jumpstart sales for your organization so you can focus on your business.

Why MPI?

Founded in 1996, MPI is a B2B appointment setting and lead generation company. We leverage our outbound calling skills and expertise to generate qualified sales appointments for your sales teams. Outsourcing lead generation with MPI provides you with a dedicated team and complete transparency to help grow by filling your sales pipeline.

Filling Your Sales Funnel

MPI works as an extension of your sales team to fill the top of your funnel, allowing your sales team to focus on what they do best, closing deals.

Database Management

Having a bad list can make your entire sales process challenging. MPI applies best practices to perform list merging, cleansing, removing, de-duplicating and correcting outdated or incorrect data. Our team will effectively cleanse your database and provide guidance on how to remedy them or make the corrections for you.

Ongoing Training

We dedicate a large amount of time training our rep various techniques that include role playing, reviewing recorded calls and discussing client feedback. With daily huddles and group training sessions, our team focuses strongly on late development to perfect and grow their experience.

Team Efforts

MPI promises to provide maximum effort throughout your entire campaign. While we can't guarantee appointments or sales, effort is our guarantee.

Strong Culture

How our employees feel when they come to work each day is IMPORTANT to us. We hire energetic and motivated individuals who are passionate about what they do, which ultimately helps your campaign.

Transparency

Transparency is a huge motivator for the focus and success of our employees and client relationships. Our client portal gives you immediate visibility into your campaign, showcasing call results, call recordings, after the pipeline, update prospect list, correct call scripts and marketing materials. By providing complete transparency and honesty, we strive to always keep your team involved.

Onboarding Process

Our 3 week onboarding process allows our team to learn the ins and outs of your product/service and collaborate with your team. We strive to perfect messaging, branding and overall campaign strategy to ensure our rep is comfortable and knowledgeable to start the sale.

Relationship Management

Many MPI team members will work on your campaign, but you will have one main point of contact. Your Key Account Manager will take care of all campaign components and discuss results with your team on a bi-weekly basis.

MPI Solution

Recognizing the critical turnaround window, in less than one week, MPI was handling inbound phone and chat services on behalf of the telemedicine provider.

Minimal initial training to help both physicians and patients

Customer support team members selected for high amount of empathy and communication skills

In-depth training and the addition of more full-time team members to help improve on resolution and answer rates in September 2020

Acted as the first line of defense escalating tougher issues to the internal support team

Average Answer Rate 85% **Support Handling Rate** 85% **Interaction Res. Rate** 90%

81% Actual **96% Actual** **99% Actual**

losed in telemedicine doubled in size. MPI set a goal to answer and resolve our site started at 70% in March 2020 and increased to an average of 91% by the end of the partnership. MPI handled 90% of all customer

Customer Support Program Introduction!

growth@mpi-impact.com • 262-375-7525 • www.mpi-impact.com

MPI MAKING A POSITIVE IMPACT

Program Comparison

MPI provides two different models based on our clients wants, needs, and goals

| | High Volume | Data Rich |
|--|---|---|
| Campaign Goal | Maximize Appointments | Maximize Data |
| Working in your CRM is... | Not Important | Very Important |
| List Procurement Included | Yes | Yes |
| Minimum Unique Companies Required | 3,000 | 1,000 |
| Dial Activity Per Week | 300-400 | 150 |
| Projected Connections Per Week | 20 | 10 |
| Projected Appointments Per Week | 4 | 2 |
| Data Handling | MPI will work out of our proprietary system and share contact info for appointments set | MPI will work out of client's CRM and keep contact records and critical data up to date |

High Volume

Securing qualified buyer appointments is more important than capturing data.

This is a good fit for sales teams who don't use a CRM, or if they do, they use it as a contact database.

Data Rich

Capturing and keeping data up to date is critical, as the data helps guide the sales process and outreach strategy.

This is a good fit for sales teams who use a CRM and it's a critical part of their sales process/business.

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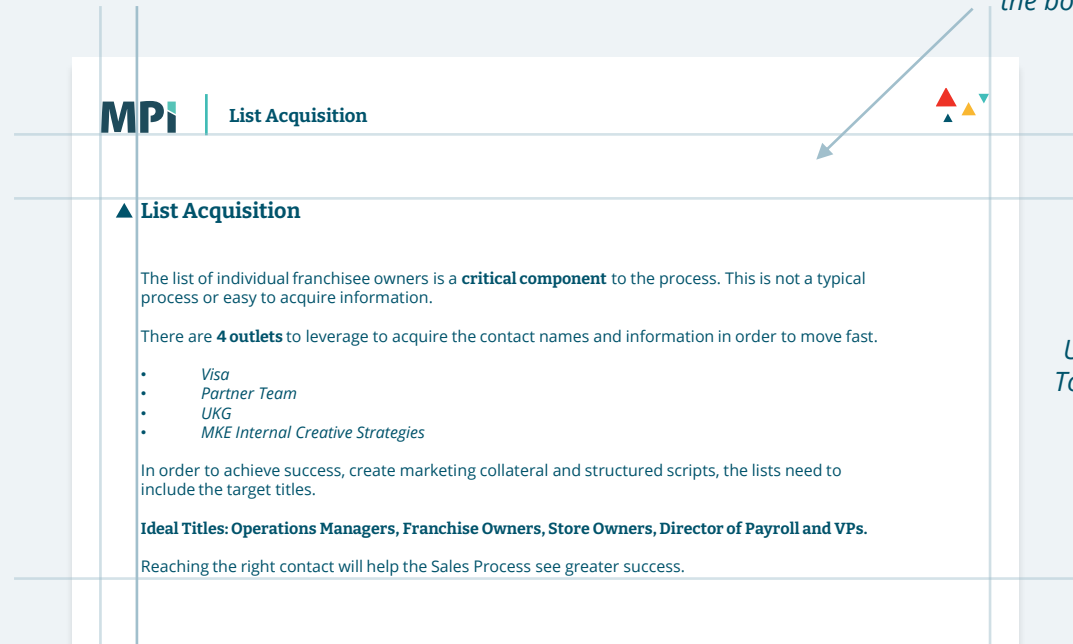
Design format for print charts.

Cover design for Whitepapers and/or Case Studies, etc.



Presentation Cover

Logo placed same width from edge.



Indentation Line

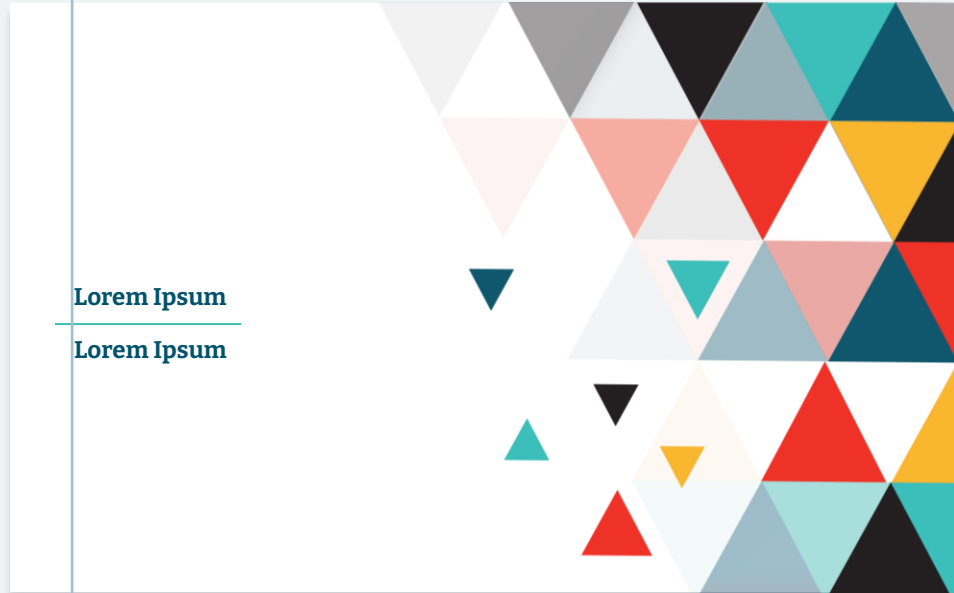
Design 1 for Body Pages

Header placed in same space that makes up the bottom.

Use Bitter Bold font To emphasize words.



Break / Title Pages



Triangles placed to the right

Indentation Line

MPI | Lorem Ipsum

▲ Lorem Ipsum

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Indentation Line

Design 2 for Body Pages



Header placed in same space that makes up the bottom.

Triangles placed to the right. Copy not to overlay.



Chart Design

MPI | Lorem Ipsum

▲ **Lorem Ipsum**

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Design 3 for Body Pages

Triangles placed to the right. Copy not to overlay.

Indentation Line

MPI | Lorem Ipsum

Current Situation
5% MAU


Sales are rolling, now we need to look at how we take employers through onboarding and **increase** adoption.

| Category | Value |
|-------------|-------|
| Pre-Covid | 11% |
| Present Day | 5% |
| 1st Goal | 10% |
| 2nd Goal | 20% |
| BHAG | 30% |

Chart Placement

Indentation Line




MPI | Lorem Ipsum 

▲ **Lorem Ipsum**

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- *Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.*
- *Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.*



← Divider Line 1pt

Divider bar can move if copy extends further out. Do not overlay copy on bar or images.

*Imagery Placement
Vector illustrations are preferred.*

Presentation Back

MPI
www.mpi-impact.com



Indentation Line

Icons

ic·ons Numerous vector-based sales related icons inspired by MPI mission, core values and new business development team to use in presentations, marketing collateral and digital mediums.



Icon Use | Presentations | Marketing Materials | Website



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