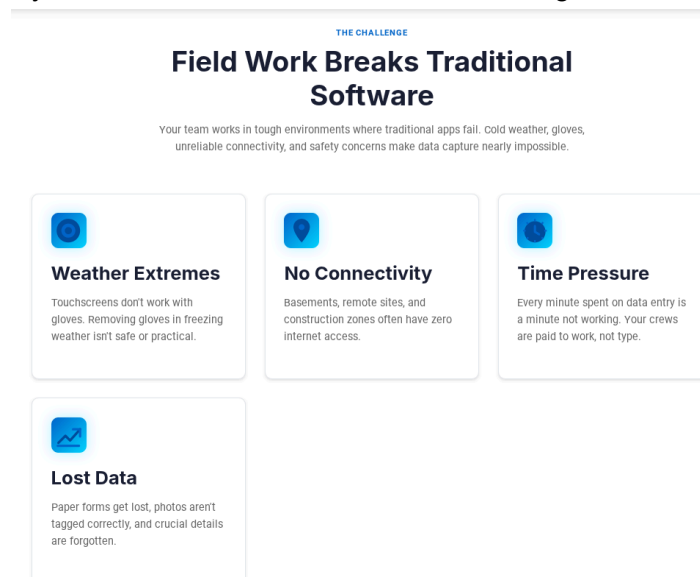


I would like your help to make all the below changes to the “Industries” subpages of my website. Please ask any clarifying questions as needed before making the updates.

### In the “Field Service & Sales” sub-page

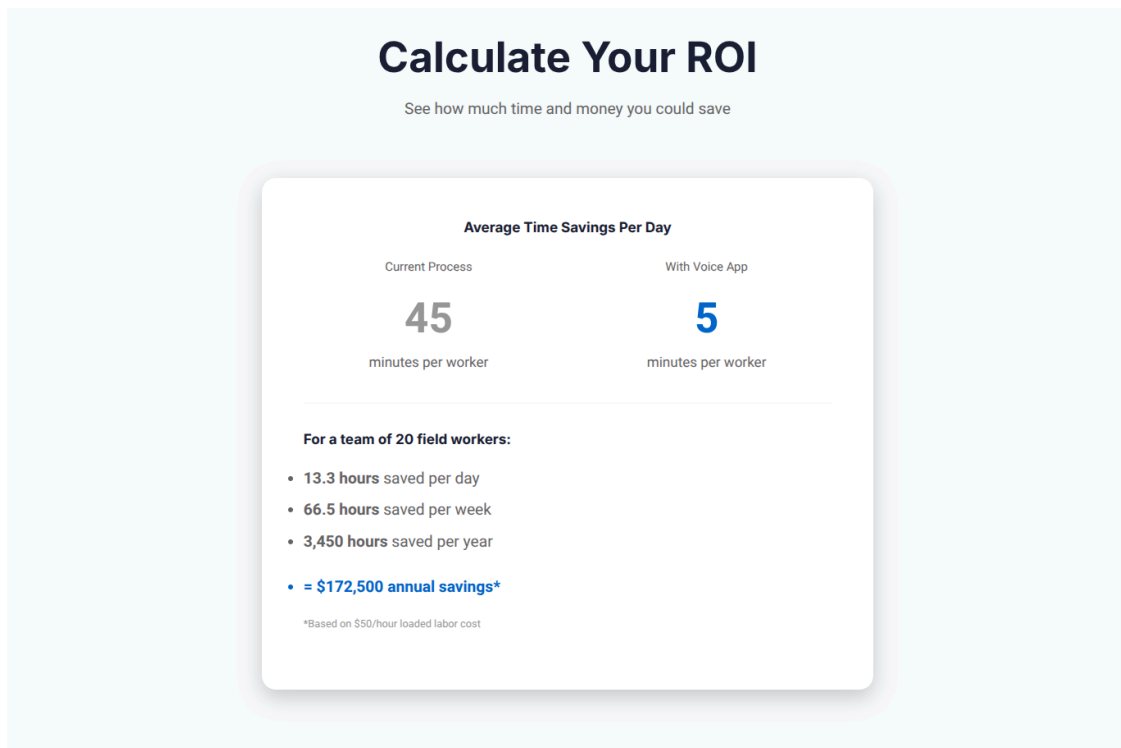
([https://elikiedrowski.github.io/thecrmwizards\\_website/industries/field-services.html](https://elikiedrowski.github.io/thecrmwizards_website/industries/field-services.html)), here is what we need to change:

- 1) Change the text that says: Hands-Free Apps Built for the Field to a quote that says, “I need hands-free apps purpose built for the Field”
- 2) Under “Voice-enabled mobile solutions that work when gloves-on and internet-off”, change the text in the left button from “Get a custom demo” TO “Get a Demo”
- 3) Under the section called “The Challenge” I want to make the following changes:
  - a) The boxes shown in the associated image to have even spacing responsive to screen size...right now when I view it on desktop I see three boxes at the top and one box below, left aligned; I would like an even view top and bottom, based on my screen size, with each row of boxes aligned centered, horizontally on page



- b) In the first box let's pick a different icon, so change the icon that looks like a target to something that represents cold & frigid weather, maybe a snowflake?
  - c) In the second box, change “No Connectivity” TO “Limited Connectivity”, and in the sub text of that box change “Basements, remote sites, and construction zones often have zero internet access.” TO “Basements, remote sites, and construction zones often have limited internet access.”
- 4) Under the section called “The Solution” I want to make the following changes:
  - a) Change: “Voice-First, Offline-First, Mobile-First” to “Voice-First, Mobile-First”
  - b) Change “Offline-First Architecture” to “Mobile & Offline-Friendly Architecture”
  - c) Change: “App works perfectly without internet. Data syncs automatically when connection is available.” TO “Apps that work on mobile devices and without Wi-Fi. Data that syncs automatically when connection is available.”

- 5) Under the section called “Built for Your Industry” I want to keep all the content/text; however, I don’t like how the information appears visually with the bullet points and think we can create a better UI using checkmarks. Bullet points are neutral; checkmarks are positive. They subliminally tell the user “We have solved this” or “This is included.” It changes the context from a “list of things” to a “list of solutions.”
  - a) The Change: Replace the black dot • with a stylized checkmark icon.
    - i) Visual Detail:
      - (1) Icon: Use a vector (SVG) checkmark, not a text character. Make it my brand color
      - (2) Spacing: Add slightly more padding between the icon and the text.
    - b) Also make sure that the boxes/info presented has even spacing responsive to screen size...right now when I view it on desktop I see three boxes at the top and one box below, left aligned; I would like an even view top and bottom, based on my screen size, with each row of boxes aligned centered, horizontally on page
  - 6) Delete the section shown in the below image called “Calculate Your ROI” all-together/in its entirety, and remove that portion of the page (don’t leave an empty space)



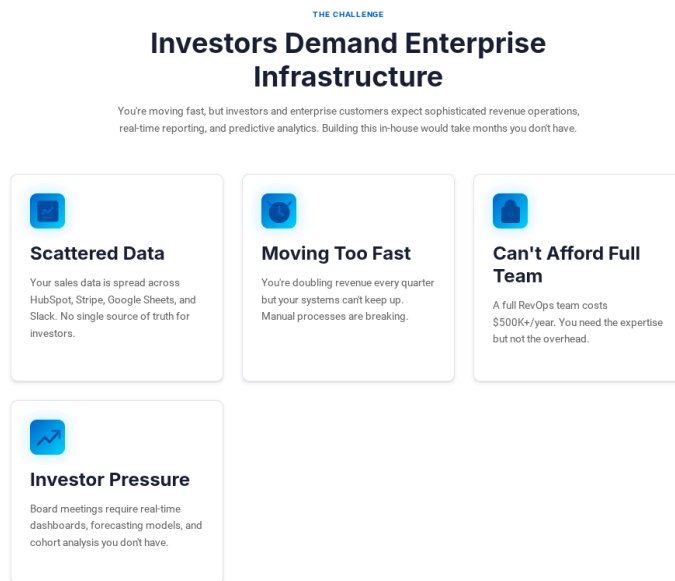
- 7) Below that, remove the button that says “See Case Study” while keeping the button called “Schedule a Demo” centered horizontally on the page

### In the “High-Growth Tech” sub-page

([https://elikedrowski.github.io/thecrmwizards\\_website/industries/high-growth-tech.html](https://elikedrowski.github.io/thecrmwizards_website/industries/high-growth-tech.html)), here is what we need to change:

- 1) Center the two buttons just below “Fractional RevOps that scales without enterprise overhead”

- a) Under “Fractional RevOps that scales without enterprise overhead”, change the text in the left button from “Get a custom demo” TO “Get a Demo”
- 2) Under the section called “The Challenge” I want to make the following changes:
  - a) The boxes shown in the associated image to have even spacing responsive to screen size...right now when I view it on desktop I see three boxes at the top and one box below, left aligned; I would like an even view top and bottom, based on my screen size, with each row of boxes aligned centered, horizontally on page

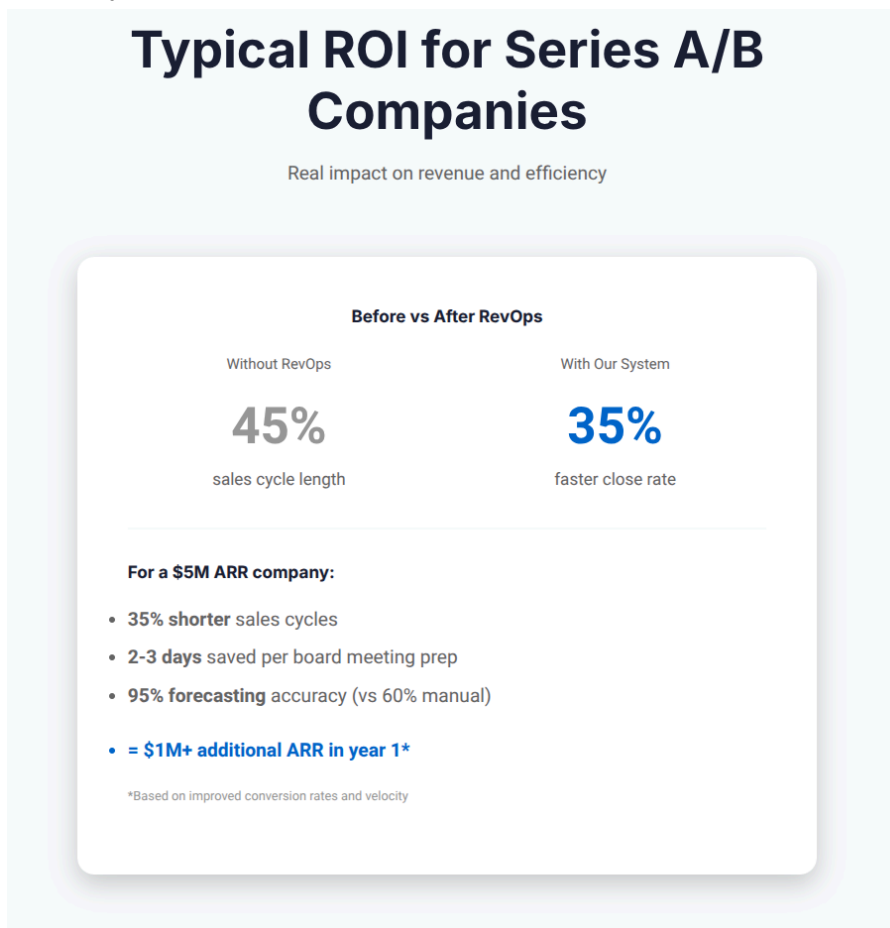


- b) In the first box:
  - i) Let's pick a different icon, so change the icon to something that better represents “scattered”, maybe a snowflake an "Unsorted Puzzle" Concept that represents data that is valuable but currently unusable because it hasn't been put together.
  - ii) Change “Your sales data is spread across HubSpot, Stripe, Google Sheets, and Slack. No single source of truth for investors.” TO “Your sales data is spread across Marketing and Content Management systems, Point of Sale, Sheets, Slack and Chat. No single source of truth for investors.”
- c) In the second box, titled “Moving Too Fast”, let's pick a different icon, so change the icon to something that better represents “moving too fast”, maybe a "Redlined" Gauge (Risk & Pressure) because this is a universally understood symbol for "too much speed." The Visual looks something like a speedometer or pressure gauge where the needle is maxed out to the far right, potentially in a "danger zone". It immediately communicates that the system is being pushed beyond its safe operating limits.
- d) In the third box, titled “Can't Afford Full Team” let's pick a different icon, so change the icon to something that better represents “Can't Afford Full Team”, maybe a visual that looks like an unbalanced scale where on one side is a "Goal" or "Project" (represented by a gear or box), which is heavy/low. On the other side

is a "Resource" stack (coins or user icons), which is too light/high to balance it out. We need to find something that better visualizes the struggle of requirements outweighing resources.

- 3) Under the section called "The Solution" I want to make the following changes:
  - a) Find a better icon for "real-time dashboards", maybe something like a "Live Pulse" Chart such as a standard line graph where the line turns into an EKG "heartbeat" spike at the end, or similar.
  - b) Change "Executive dashboards that impress investors. MRR, CAC, LTV, churn—all updated live." to "Executive dashboards that impress investors. Updated live."
  - c) Change "AI-powered lead scoring routes hot prospects to your best closers automatically." TO "AI-powered lead scoring routes hot prospects automatically."
  - d) Change "Predictive models show pipeline health and revenue projections with 95% accuracy." TO "Predictive models show pipeline health and revenue projections with accuracy."
  - e) Change "Connect Salesforce with Segment, Amplitude, or Mixpanel for complete customer journey visibility." TO "Connect Salesforce with multiple systems and applications for complete customer journey visibility."
  - f) Find a better icon for "Sales Automation", maybe something like an "Automated Funnel". In SaaS and B2B, the "sales funnel" is the most recognized symbol for the sales process. Adding automation to it is a natural fit, so maybe a classic funnel shape (wide top, narrow spout) but inside the funnel, instead of just dots dropping through, there is a prominent gear icon or a circular process arrow, indicating that the movement through the funnel is self-powered.
  - g) Find a better icon for "Investor-Ready Reporting", maybe something like a "Presentation Deck" with a pitch focus—most often, investor reporting happens in a pitch deck, not just a PDF so maybe we have an icon representing a presentation screen or projector screen on a stand. On the screen, there could be something like a magnifying glass hovering over a dollar sign (\$) and a small upward arrow or something like that...we would love your design guidance here.
- 4) Under the section called "Perfect for Fast-Growing Startups" I want to keep all the content/text; however, I don't like how the information appears visually with the bullet points and think we can create a better UI using checkmarks. Bullet points are neutral; checkmarks are positive. They subliminally tell the user "We have solved this" or "This is included." It changes the context from a "list of things" to a "list of solutions."
  - a) The Change: Replace the black dot • with a stylized checkmark icon.
    - i) Visual Detail:
      - (1) Icon: Use a vector (SVG) checkmark, not a text character. Make it my brand color
      - (2) Spacing: Add slightly more padding between the icon and the text.
    - b) Also make sure that the boxes/info presented has even spacing responsive to screen size...right now when I view it on desktop I see three boxes at the top and one box below, left aligned; I would like an even view top and bottom, based on my screen size, with each row of boxes aligned centered, horizontally on page

- 5) Delete the section shown in the below image called “Typical ROI for Series A/B Companies” all-together/in its entirety, and remove that portion of the page (don’t leave an empty space)



- 6) At the bottom of the page change “Let’s build your RevOps infrastructure in 4 weeks.” to “Let’s stand up your RevOps infrastructure in weeks.”
- 7) Below that, remove the button that says “See Case Study” while keeping the button called “Schedule a Demo” centered horizontally on the page

### In the “Professional Services” sub-page

([https://elikedrowski.github.io/thecrmwizards\\_website/industries/professional-services.html](https://elikedrowski.github.io/thecrmwizards_website/industries/professional-services.html)), here is what we need to change:

- 1) Under “Project-centric CRM that tracks utilization, profitability, and client satisfaction”, change the text in the left button from “Get a custom demo” TO “Get a Demo”
- 2) Under the section called “The Challenge” I want to make the following changes:
  - a) The boxes shown in the associated image to have even spacing responsive to screen size...right now when I view it on desktop I see three boxes at the top and one box below, left aligned; I would like an even view top and bottom, based on my screen size, with each row of boxes aligned centered, horizontally on page

THE CHALLENGE

# Project Complexity Outgrows Standard CRM

Your consulting, legal, or agency firm manages complex projects with multiple stakeholders, shifting scopes, and tight budgets. Standard CRM tools aren't built for project-based businesses.



## Utilization Blindness

You can't see who's overworked vs underutilized. Billable hours are getting lost in the chaos.



## Profitability Mystery

You win projects but can't track actual margins. Some clients are profitable, others drain resources—but which?



## Scope Creep

Client requests expand beyond the SOW. You're doing extra work but not tracking it for future pricing.



## Fragmented Tools

CRM, project management, time tracking, and invoicing are all separate systems. Nothing talks to each other.

- 3) Under the section called “Built for Professional Services Firms” I want to keep all the content/text; however, I don’t like how the information appears visually with the bullet points and think we can create a better UI using checkmarks. Bullet points are neutral; checkmarks are positive. They subliminally tell the user “We have solved this” or “This is included.” It changes the context from a “list of things” to a “list of solutions.”
  - a) The Change: Replace the black dot • with a stylized checkmark icon.
    - i) Visual Detail:
      - (1) Icon: Use a vector (SVG) checkmark, not a text character. Make it my brand color
      - (2) Spacing: Add slightly more padding between the icon and the text.
    - b) Also make sure that the boxes/info presented has even spacing responsive to screen size...right now when I view it on desktop I see three boxes at the top and one box below, left aligned; I would like an even view top and bottom, based on my screen size, with each row of boxes aligned centered, horizontally on page
  - 4) Delete the section shown in the below image called “Typical Impact for 50-Person Firms” all-together/in its entirety, and remove that portion of the page (don’t leave an empty space)

# Typical Impact for 50-Person Firms

Real improvements in utilization and margins

## Utilization Rate Improvement

Before PSA

**58%**

billable utilization

After PSA

**72%**

billable utilization

### For a 50-person consulting firm:

- **14% increase** in billable hours
- **\$875K+** additional revenue annually
- **25% improvement** in project margin visibility
- **= 6-8 month payback period\***

\*Assuming \$125/hour average billing rate

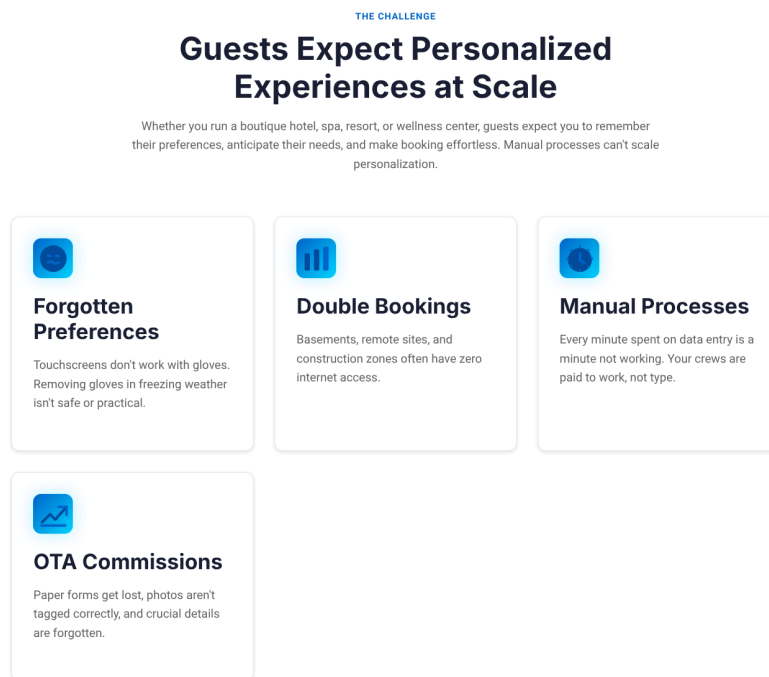
- 5) At the bottom of the page change “Let's build your PSA solution in 4-6 weeks.” to “Let's build your PSA solution now”
- 6) Below that, remove the button that says “See Case Study” while keeping the button called “Schedule a Demo” centered horizontally on the page

### In the “Hospitality, Health & Wellness” sub-page

([https://elikedrowski.github.io/thecrmwizards\\_website/industries/hospitality-wellness.html](https://elikedrowski.github.io/thecrmwizards_website/industries/hospitality-wellness.html)), here is what we need to change:

- 1) Change the text that says: AI-Powered Guest Experiences That Feel Personal to a quote that says, “I need AI-powered guest experiences that feel personal”
- 2) Under “Smart booking engines and guest CRM that remember preferences and automate upsells”, change the text in the left button from “Get a custom demo” TO “Get a Demo”
- 3) Under the section called “The Challenge” I want to make the following changes:

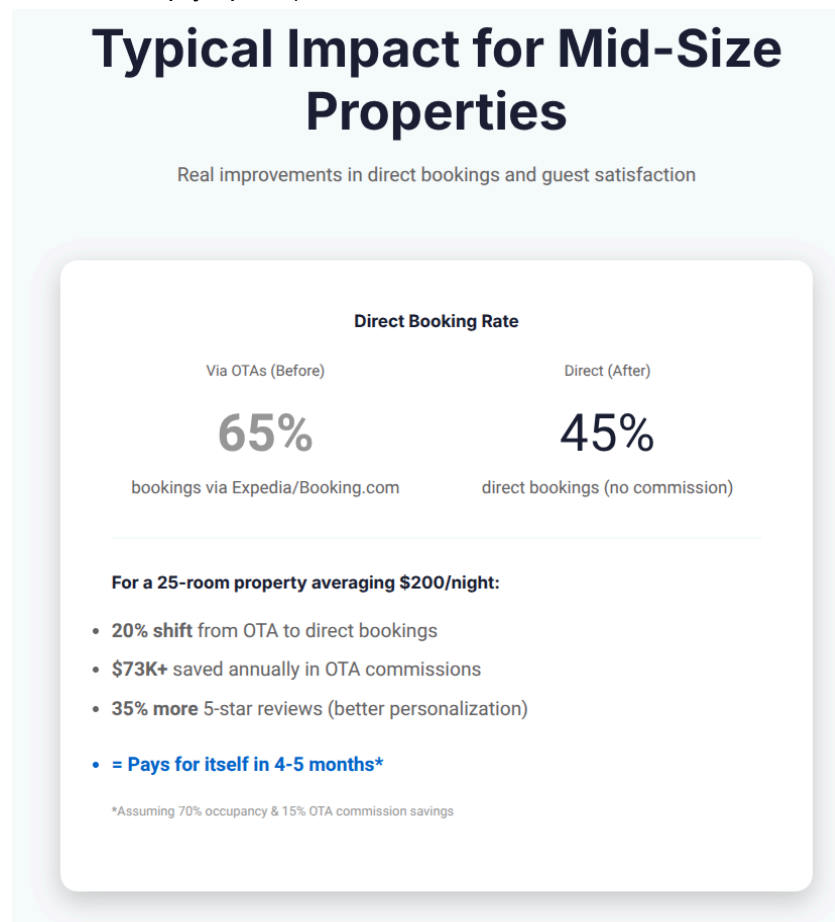
- a) The titles of the boxes are good but the text inside the boxes are actually referencing the challenges of the field service worker, not this industry. Can you help update the text in these boxes to align to the specific titles/industry challenges?
- b) The boxes shown in the associated image to have even spacing responsive to screen size...right now when I view it on desktop I see three boxes at the top and one box below, left aligned; I would like an even view top and bottom, based on my screen size, with each row of boxes aligned centered, horizontally on page



- c) Under the section called “The Solution” I want to make the following changes:
  - i) Change: “Website, phone, Instagram—all bookings flow into one system. Real-time availability, zero double bookings.” TO “Bookings from multiple sources flow into one system. Real-time availability without double bookings.”
  - ii) Change: “Track room preferences, dietary restrictions, visit history, and special occasions. Personalize every stay.” TO “Track preferences, dietary restrictions, history, and special occasions. Personalize every visit.”
  - iii) Change: “Automated recommendations for spa packages, room upgrades, and add-ons based on guest preferences.” TO “Automated recommendations for packages, upgrades, and add-ons based on guest preferences.”
  - iv) Change: “Track occupancy, ADR (average daily rate), RevPAR, treatment utilization, and booking channel performance.” TO “Track occupancy, revenue and average daily rate, treatment utilization, channel performance, etc.”



- d) Under the section called “Perfect for Guest-Centric Businesses” I want to keep all the content/text; however, I don’t like how the information appears visually with the bullet points and think we can create a better UI using checkmarks. Bullet points are neutral; checkmarks are positive. They subliminally tell the user “We have solved this” or “This is included.” It changes the context from a “list of things” to a “list of solutions.”
- i) The Change: Replace the black dot • with a stylized checkmark icon.
    - (1) Visual Detail:
      - (a) Icon: Use a vector (SVG) checkmark, not a text character.  
Make it my brand color
      - (b) Spacing: Add slightly more padding between the icon and the text.
    - ii) Also make sure that the boxes/info presented has even spacing responsive to screen size...right now when I view it on desktop I see three boxes at the top and one box below, left aligned; I would like an even view top and bottom, based on my screen size, with each row of boxes aligned centered, horizontally on page
  - e) Delete the section shown in the below image called “Typical Impact for Mid-Size Properties” all-together/in its entirety, and remove that portion of the page (don’t leave an empty space)

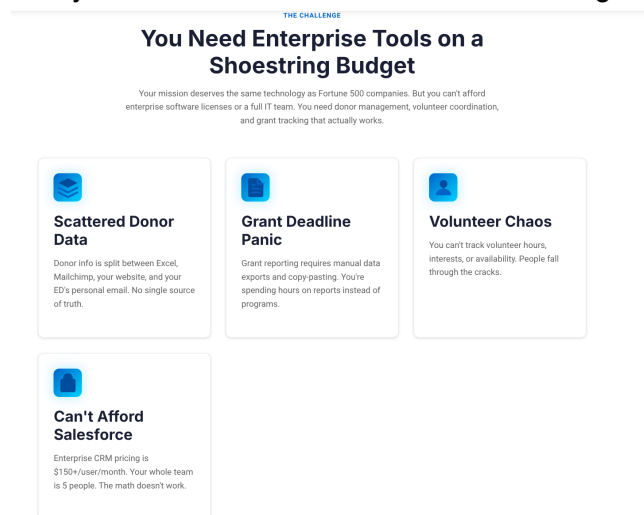


- f) At the bottom of the page change “Let's build your guest platform in 3-4 weeks.” to “Let's build your guest platform right away.”
- g) Below that, remove the button that says “See Case Study” while keeping the button called “Schedule a Demo” centered horizontally on the page

### In the “Non-Profits” sub-page

([https://elikedrowski.github.io/thecrmwizards\\_website/industries/non-profits.html](https://elikedrowski.github.io/thecrmwizards_website/industries/non-profits.html)), here is what we need to change:

- 1) Under “Donor CRM and grant management built for impact-driven organizations”, change the text in the left button from “Get a custom demo” TO “Get a Demo”
- 2) Under the section called “The Challenge” I want to make the following changes:
  - a) Change “Your mission deserves the same technology as Fortune 500 companies. But you can't afford enterprise software licenses or a full IT team. You need donor management, volunteer coordination, and grant tracking that actually works.” TO “Your mission deserves the same technology as Fortune 500 companies, but you can't afford enterprise software licenses for everyone or a full IT team. You need donor management, volunteer coordination, and grant tracking that actually works.”
  - b) In the box that says “Scattered Donor Data” change “Donor info is split between Excel, Mailchimp, your website, and your ED's personal email. No single source of truth.” TO “Donor info is split between spreadsheets, email marketing, your website, and even your ED's personal email. No single source of truth.”
  - c) In the box that says “Can't Afford Salesforce”, change “Enterprise CRM pricing is \$150+/user/month. Your whole team is 5 people. The math doesn't work.” TO “Enterprise CRM pricing is a high per user per month expense. Your whole team is 5 people. The math doesn't work.”
  - d) The boxes shown in the associated image need to have even spacing responsive to screen size...right now when I view it on desktop I see three boxes at the top and one box below, left aligned; I would like an even view top and bottom, based on my screen size, with each row of boxes aligned centered, horizontally on page



- 3) Under “The Solution” Section make the following changes:
- a) Change “We implement Salesforce's free/discounted NPSP (Nonprofit Success Pack) with custom features for your mission” to “We implement Salesforce's discounted NPSP (Nonprofit Success Pack) with custom features for your mission”
  - b) The boxes shown in the associated image need to have even spacing responsive to screen size...right now when I view it on desktop I see three boxes at the top and one box below, left aligned; I would like an even view top and bottom, based on my screen size, with each row of boxes aligned centered, horizontally on page
  - c) Under the section called “Perfect for Mission-Driven Organizations” I want to keep all the content/text; however, I don’t like how the information appears visually with the bullet points and think we can create a better UI using checkmarks. Bullet points are neutral; checkmarks are positive. They subliminally tell the user “We have solved this” or “This is included.” It changes the context from a “list of things” to a “list of solutions.”
    - i) The Change: Replace the black dot • with a stylized checkmark icon.
      - (1) Visual Detail:
        - (a) Icon: Use a vector (SVG) checkmark, not a text character. Make it my brand color
        - (b) Spacing: Add slightly more padding between the icon and the text.
      - ii) Also make sure that the boxes/info presented has even spacing responsive to screen size...right now when I view it on desktop I see three boxes at the top and one box below, left aligned; I would like an even view top and bottom, based on my screen size, with each row of boxes aligned centered, horizontally on page
    - d) Delete the section shown in the below image called “Affordable Impact for Small Teams” all-together/in its entirety, and remove that portion of the page (don’t leave an empty space)
    - e) Sd
    - f) At the bottom of the page change “Let's implement your NPSP solution in 2-3 weeks.” TO “Let's implement your NPSP solution in weeks.”
    - g) Below that, remove the button that says “See Case Study” while keeping the button called “Schedule a Demo” centered horizontally on the page