

GXA PRESENTATION - QUICK REFERENCE

PRIMARY OFFER: WEB + MOBILE BUNDLE

Net Payment: \$15,950 | Total Investment: \$20,500 | Save: \$4,550

Breakdown:

Web App: \$12,500

Prototype Credit: -\$2,500

NET: \$15,950

Mobile Apps: \$8,000

Bundle Discount: -\$2,050

PAYMENT SCHEDULE:

- | | |
|---------------------|--------------------|
| 1. \$4,000 (40%) | Contract signing |
| 2. \$3,000 (30%) | Phase 2 completion |
| 3. \$2,000 (20%) | Phase 3 completion |
| 4. \$1,000 (10%) | Web launch |
| 5. \$4,000 (Mobile) | Mobile contract |
| 6. \$4,000 (Mobile) | Mobile launch |

VALUE PROPOSITION:

Annual Savings: \$35,000 - \$80,000

ROI: Pays for itself in 2-3 months

Timeline: Web (3-4 months) + Mobile (+4-6 weeks)

KEY TALKING POINTS:

"Since you wanted mobile apps, bundle saves \$4,550"

"Web for staff on computers, mobile for customers on phones"

"Complete solution: \$15,950 vs \$25,000 separately"

"Saves \$35k-80k per year - pays for itself in 2-3 months"

PRESENTATION FLOW:

1. Demo web app (3-4 min)
2. Address mobile request (30 sec)
3. Present bundle: \$15,950 net (1 min)
4. Show value: \$35k-80k savings (1 min)
5. Close: "What questions?" (30 sec)

QUICK NUMBERS:

Bundle: \$15,950 net

Web Only: \$10,000 net

Savings: \$35k-80k/year

ROI: 2-3 months

Timeline: 4-5 months

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BACKUP OPTION:

Web Only:

\$10,000 net

Mobile later:

\$8,000 (90 days)