

PROFICI



It's time to turn the page
and start a new chapter.

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The background of the image is a photograph of a vast, snow-covered mountain range under a cloudy sky. The mountains are rugged, with patches of dark rock visible through the white snow. The sky is filled with soft, grey clouds, suggesting an overcast day. The overall tone is serene and majestic. Overlaid on this background is a central text block consisting of five lines of text, each enclosed in a black rectangular box. The text is in a bold, white, sans-serif font. The first line is 'DREAM BIG WORK HARD', the second is 'STAY FOCUSED', the third is 'AND SURROUND', the fourth is 'YOURSELF', and the fifth is 'WITH GOOD PEOPLE'. The boxes are arranged in a vertical stack, with thin white horizontal lines separating the second and third lines, and the fourth and fifth lines. The text is centered horizontally across the image. There are also solid color blocks: a dark grey rectangle in the top-left corner, a yellow rectangle in the top-right corner, a dark grey rectangle in the bottom-left corner, and a yellow rectangle in the bottom-right corner.

DREAM BIG WORK HARD

STAY FOCUSED

AND SURROUND

YOURSELF

WITH GOOD PEOPLE

SKILLS AND PROFICIENCIES

Profici are proud to offer you the opportunity to successfully operate your own business where you will be providing services to specific businesses in your desired area.

- **OWING TO AN INCREASED DEMAND FOR OUR SERVICES**, we want to further our operations by developing strategic franchise partnerships with you;
- **OUR AWARD-WINNING BUSINESS MODEL** ensures that you have access to all the tools and support you require to build a unique and thoroughly successful business model;
- **YOUR VERY OWN LIFESTYLE-FRIENDLY BUSINESS** will allow you to make significant earnings by controlling your own diary
- **WE SEEK ONLY THE HIGHEST STANDARDS** when it comes to developing relationships with aspiring and ambitious professionals – accepting only the most serious and determined candidates who can clearly demonstrate their skills and proficiencies. Although full training and support will be provided, this is the least we expect from every franchisee.

POTENTIAL TO MAKE AN UNLIMITED INCOME

Highlighted below are just some of the main benefits of joining the Profici franchise:

- ❑ **CREDIBILITY** – Association with an outstanding and well-established brand
- ❑ **CONFIDENCE** – Become part of business that provides results based on a proven and award-winning formula
- ❑ **FULL TRAINING** – Get the skills and experience you need in every area of the business
- ❑ **HIGH INCOME** – Potential to make an unlimited income
- ❑ **SYSTEMS AND PROCESSES** – Get the tools you need to effectively run your business
- ❑ **MARKETING** – Full marketing support
- ❑ **OPPORTUNITY** – Run your own agency

ABOUT OUR COMPANY

“ We enable businesses to grow by helping them to develop a clear business strategy, offering critical business advice through regular consultancy meetings, and developing their online presence via cutting-edge digital marketing techniques.”

Anthony O'Brien
MANAGING DIRECTOR



Profici is a leading global professional services company.

ANTHONY

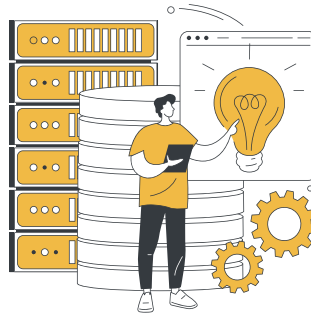
CORE VALUES

Challenge



We encourage businesses to challenge themselves to reach new heights. You never know your true strength until you are in the thick of it all!

Innovate



We help businesses unleash their true potential with our knowledge base, expertise and tools – helping them become an industry leader.

Accelerate



We fuel business growth through a tried-and-true business model, taking their growth to the next level.

THE BUSINESS OPPORTUNITY



ARE YOU READY TO BE
YOUR OWN BOSS

and work in a fully
autonomous way?



HOW ABOUT MORE TIME
AND ENERGY TO

spend with your friends,
family and loved ones?



HOW DOES THE
PROSPECT OF EARNING

over £48,750 in year one
sound to you?

Profici wants to empower you to achieve beyond what you thought possible.

We will help you nurture your own business where you can earn revenues of over £48,750 in the first year, and see it rising by 100% every year – without any of the usual obstacles, challenges or stresses associated with growing a business.

THE BUSINESS OPPORTUNITY

As part of the business opportunity, you get access to:

- Intensive 5-day training programme
- Ongoing 1-2-1 mentoring from the founder/managing director of Profici
- Ongoing monthly training and support
- Rights to use the Profici brand
- Dedicated support team, systems, and processes
- Marketing & branding pack
- Access to Profici's team of 60+ industry experts
- Profici's business and mentoring programme
- Annual membership to the world's largest referral network
- A new laptop and company mobile phone with encrypted software



THE BUSINESS OPPORTUNITY

Get the support you need at no additional cost:

PROVEN BUSINESS SUCCESS FORMULA

As a Profici franchisee, you can systematically build your business successfully with the appropriate training, support and experience of a business behind you at each step. Our award-winning success formula will act as a model for your franchise operations.

LEAD GENERATION

We have a dedicated success formula for lead generation as well, with the key areas being sales activity, target markets, lead generation tools and methods. You'll easily come to terms with what lead conversion is all about and how to maximise revenues in any deal.

ACCESS TO THE PROFICI BRAND

As part of our franchise agreement, you will be carrying out your business operations using all our tried-and-tested processes and systems, including the Profici brand name, logo and website. The leverage of our established brand gives you the confidence to venture out into the market on the right foot.

THE BUSINESS OPPORTUNITY

TRAINING AND CONTINUOUS SUPPORT FROM THE PROFICI TEAM

Our Franchisee Training Programme and Operations Manual have been meticulously developed and revised over the course of the last seven years to assist you in the best possible way, so that you will have the right tools at your disposal in order to help you set up and run your business.

MEMBERSHIP A LEADING NETWORKING GROUP IN THE UK

Networking is at the heart of every franchisee's business success. Therefore, we'll help you obtain an annual membership to one of the UK's largest and most prominent networking groups, thereby helping you raise your business profile and presence.

TRAINING

Build confidence and a robust sales pipeline for your new franchise business...

We will perform a skills gap analysis and deliver report findings to you.



We will incorporate both ongoing live training and online training



Digital delivery, skills, and content to be core to the training.



Using this reporting and feedback, we will build a bespoke training schedule for you.



Providing a programmatic approach to consultative selling for your new business.



Training will be modular, bite-sized and blended in its delivery.

TRAINING

Outcomes for participants of the Profici sales training...

Training will be measured via a mixture of the following outcomes. (successful metrics, conversions, measurements, KPIs and reporting will be discussed with an appropriate member of the Profici team)

- New account growth
- Average sale value increasing
- Higher win/conversion rate
- Increase speed of sales process/cycle
- Increased rate of performance for newly onboarded franchisees
- Improved feedback from clients regarding customer service
- Greater revenues from cross-selling/upselling



THE PACKAGE

HOW MUCH DOES THE FRANCHISE COST?

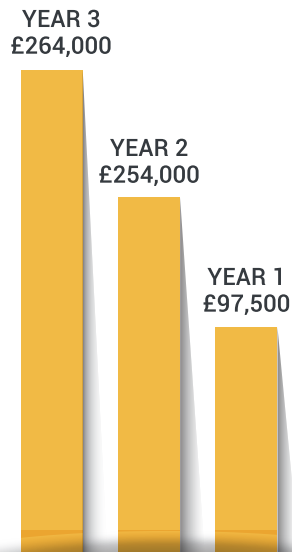
Just £15,000 up front to get started with Profici.

YOUR PACKAGE INCLUDES:

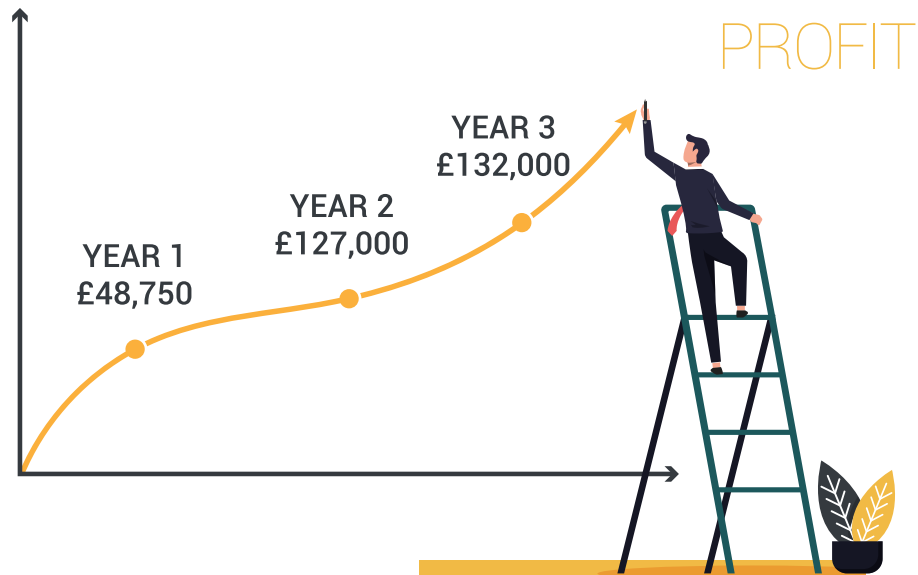
- The opportunity to earn an unlimited income
- The opportunity to use our team of:
 - Marketing Directors
 - Quality Managers
 - Operations Manager
 - Sales Director
 - Technical Director
 - Finance Director
 - 26 Website Developers
 - 8 Paid Ad Specialists
 - 4 SEO Specialists
 - 8 Graphic Designers
 - 3 Videographers
 - 4 Photographers
 - 4 Social Media Experts
- Exclusive rights to use the Profici brand name
- Complete training in every area of the business—from operation to product to customer service
- Dedicated website
- Complete details on processes, systems and templates to effectively run the business
- Ongoing support which includes regular business updates
- Marketing materials and stationery
- Yearly membership to a leading UK networking group
- Additional hard-to-pass-up income opportunities through centrally-run courses
- Laptop
- Mobile Phone

YOUR EARNING POTENTIAL

Outlined below are your expected minimum profits attainable in the first three years



TURNOVER



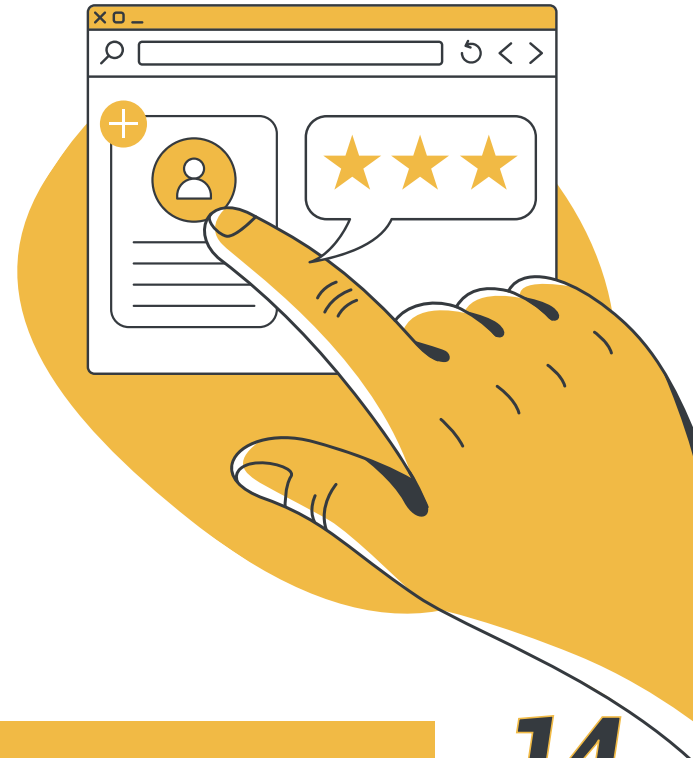
DO YOU FIT THE PROFICI PROFILE?

The ideal candidate is a hard-working, determined, and driven individual with a desire to succeed, and someone who enjoys interacting with people from all walks of life.

Most important of all, a positive, professional, and forward-thinking attitude is a must, as we can help with other aspects of your growth and development through ongoing training and support.

Other requirements include:

- A desire to run your own business
- Good with people from all backgrounds
- Honest, transparent, and reliable
- Team player
- Passionate to earn an above average income
- The ability to work hard without being watched or supervised
- Motivated toward persistent success



DO YOU HAVE WHAT IT TAKES?

- Have you always wanted your own business but were too afraid to take the next step for fear of failure and a lack of success?
- Do you want to leave the rat race and become your own boss?
- Have you always dreamed of growing your own successful business?
- Would you like to achieve all these things but without the usual headaches and challenges normally faced by new business owners?

IF THIS SOUNDS LIKE YOU, THEN REGISTER NOW TO TAKE ADVANTAGE OF THIS LIFE-CHANGING OPPORTUNITY.

I'M INTERESTED – WHAT DO I DO NOW?

1. EXPRESS YOUR INTEREST

Call us on 0151 319 8550 or email us at info@profici.co.uk

2. TELEPHONE CALL

A member of the Profici franchise team will call you for an informal chat. This gives you the opportunity to ask any initial questions you may have and find out a bit more about the franchise offer.

3. FACE-TO-FACE MEETING

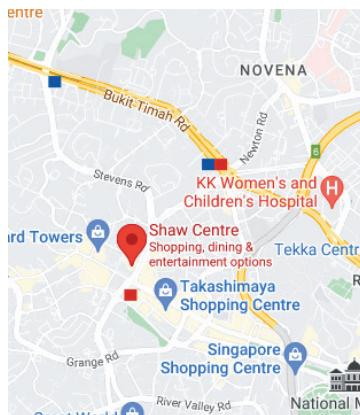
We will invite you to meet with a member of the franchise team at our Head Office. On arrival you will be asked to sign an NDA and will then be provided with further information on the franchise.

4. FRANCHISE AGREEMENT

We will discuss your options and put together your personalised copy of the Franchise Agreement. This is the time to make sure that you are happy with everything. Once you have signed the agreement and you have paid your franchise fee, your training will begin.

WELCOME TO THE PROFICI TEAM.

OUR OFFICES

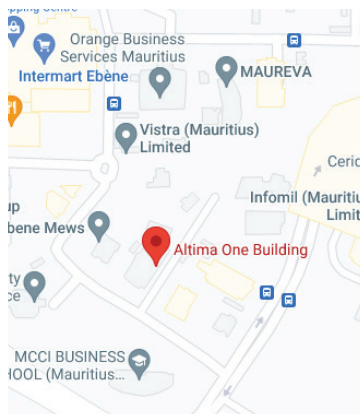


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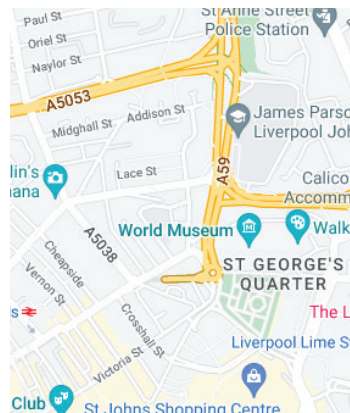


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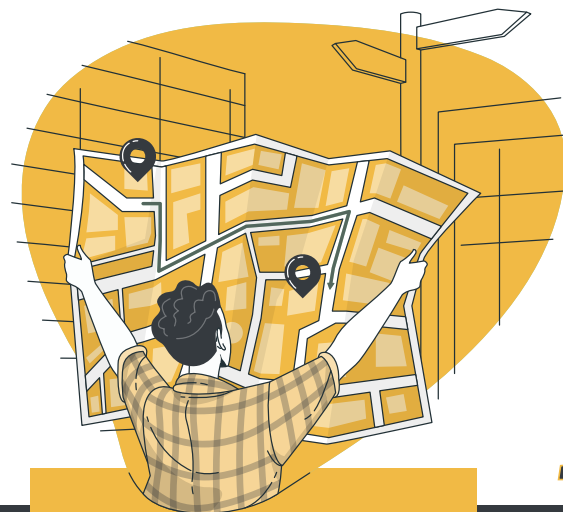


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