



Ceezar Briefing

SAMPLE

Presenting Business Advisory solutions to your clients, via relevant topics like brand and marketing shows your **switched on!**

Web technologies, eCommerce, digital marketing...

The Future.

We've made this **easy for you.
The following script is all you
need to deliver to your clients.**

“Ceezar, is The Accountants Brand and Marketing Partner.

They assist our Network and you, our client, to build brand equity, on-board new technologies, become more efficient, competitive, increase growth and pursue sustainability within the business model.

Ceezar have an easy delivery of their services for your business, plus I have a report generated by Ceezar for you. It has a suite of products and services that will help your business to survive, grow and perform.

[I will email it across.](#)

You can learn more here www.ceeazar.com.au”.

How does Ceezar Briefing work?

Register Your Client



- 1 The Accountant completes the brief at the website.
- 2 Ceezar builds the Ceezar Report and sends it directly back to you to review. (You can forward to your client, or get Ceezar to contact your client).
- 3 The Ceezar Brief contains marketing products and services that assist your clients business survive grow and perform.



The Ceezar Brief is on the website
www.ceezer.com.au/register-your-client



Register Your Client

It's a free service!

The Ceezar Briefing is very easy. 10 questions, takes 2 minutes.

As below, straight from the website link (previous page).

- 1 Accountant Firm Name
- 2 Your Accountancy Firm Name
- 3 Accountant Firm Email
- 4 Accountants Clients Business Name
- 5 Your Clients Industry
- 6 Your Clients Product & Service Geography Areas
- 7 Years in business
- 8 Main focus
- 9 Business type
- 10 EBIT (Approx. Brackets)

Why is Ceezar Briefing is so easy.

Cue **G12**...

Ceezar's marketing equation that accurately assigns an SME the most appropriate level of investment in branding and marketing activity.

G12 is underpinned by a 7 step process.

Using elements in its calculation like EBIT, industry, business type and the owner's character.

We've used it with stimulus projects run by Deloitte and the Australian Government.

It's **proven** and it works!

Outcomes achieved are -

- **a robust business model.**
- **a more competitive offer.**
- **resilience in tough times.**
- **strategic growth.**

Basically better clients for you.

**Together we can help your
SME clients survive.**

REQUEST A CEEZAR DEMO

**“When your clients’ brands are strong,
your client portfolio will perform better.**

**Businesses with a strong brand are often much more
resilient to negative forces (🦠) compared to those that
have a weak brand.**

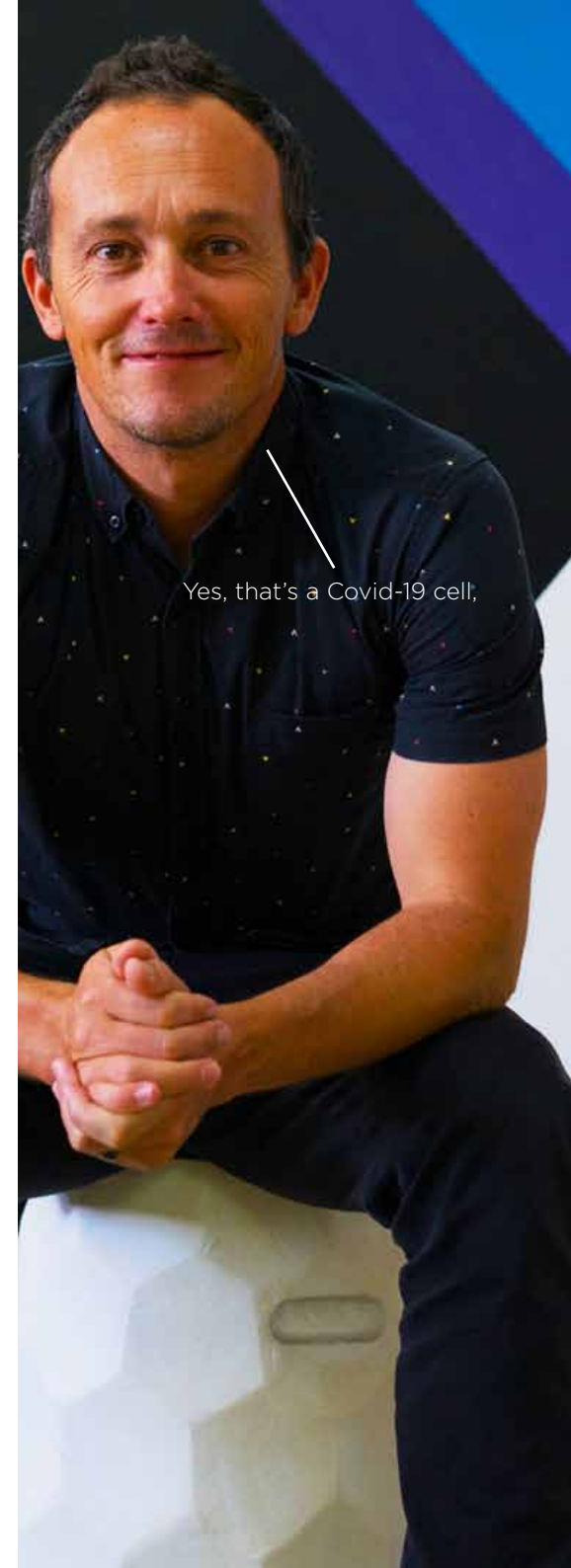
**A business that realizes its brand equity has a greater
perceived value in the marketplace, thus has a healthier
bottom line and operates under less stress.**

**Our whole team adheres to this thinking. Let’s start
a conversation on how we can work together.**

**Call me direct on 0400 375 264
Email me at Luke.Sullivan@Ceezar.com.au**

Many thanks for your time just now”.

Luke Sullivan. Founder.



We've delivered project success for many companies that have needed to connect brand with business.

Rentokil



SUTHERLANDSHIRE



Deloitte.



Offer more to your clients.

Request a Ceezar Demo.

Contact Luke Sullivan

Mobile: 0400 375 264

Office: 02 9523 6007

Email: Luke.Sullivan@Ceezar.com.au



www.Ceezar.com.au

+612 9523 6007

Support@Ceezar.com.au

2, 11 The Kingsway Cronulla 2230 NSW Australia