

Corporate Portfolio



SCOTT HARRISON
BRANDING & CREATIVE

Corporate Portfolio

Digital Marketing Campaign: 'We speak tech'

Client:
DLL Tech Solutions Global Business Unit

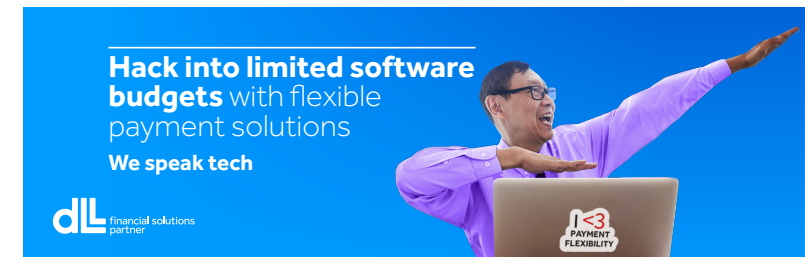
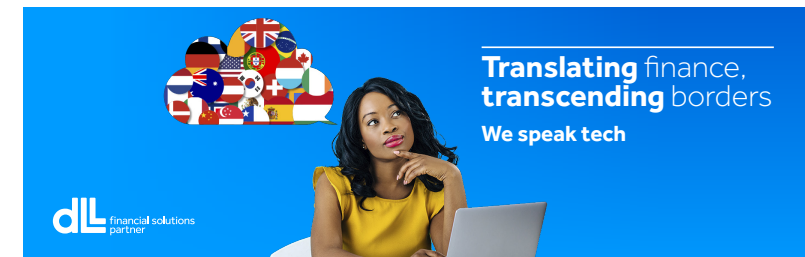
Overview:
Collaborated with DLL's Tech Solutions team to develop a creative awareness and education campaign that 'broke through the clutter' of typical tech visuals and language.

- Goal(s):**
- Introduce DLL as a stable and knowledgeable technology finance partner.
 - Illustrate that while the DLL team does not speak in tech development languages, they know the equipment and how to finance it.

Device as a Service (DaaS) Paid Campaign



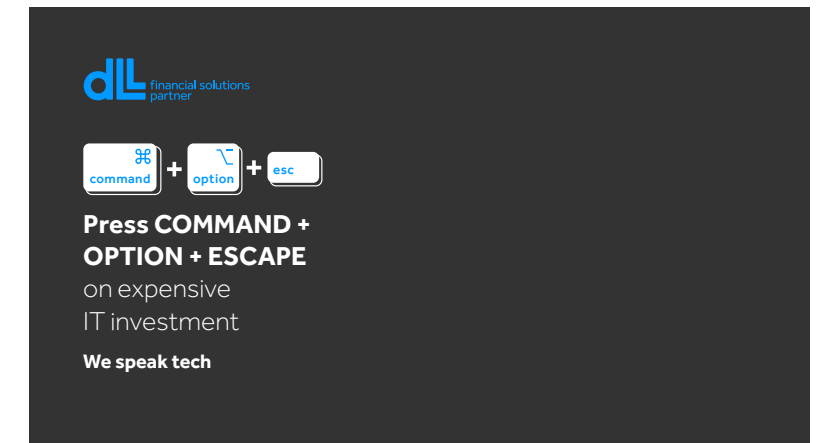
Email Signature Banners



Linked In Campaign Header Banners



MS Teams Background for External Meetings



Promotional Sticker for Partner's Laptops



Corporate Portfolio

Portal UI Design & Branding: DLL Edge

Client:

DLL Commercial Finance
Global Business Unit

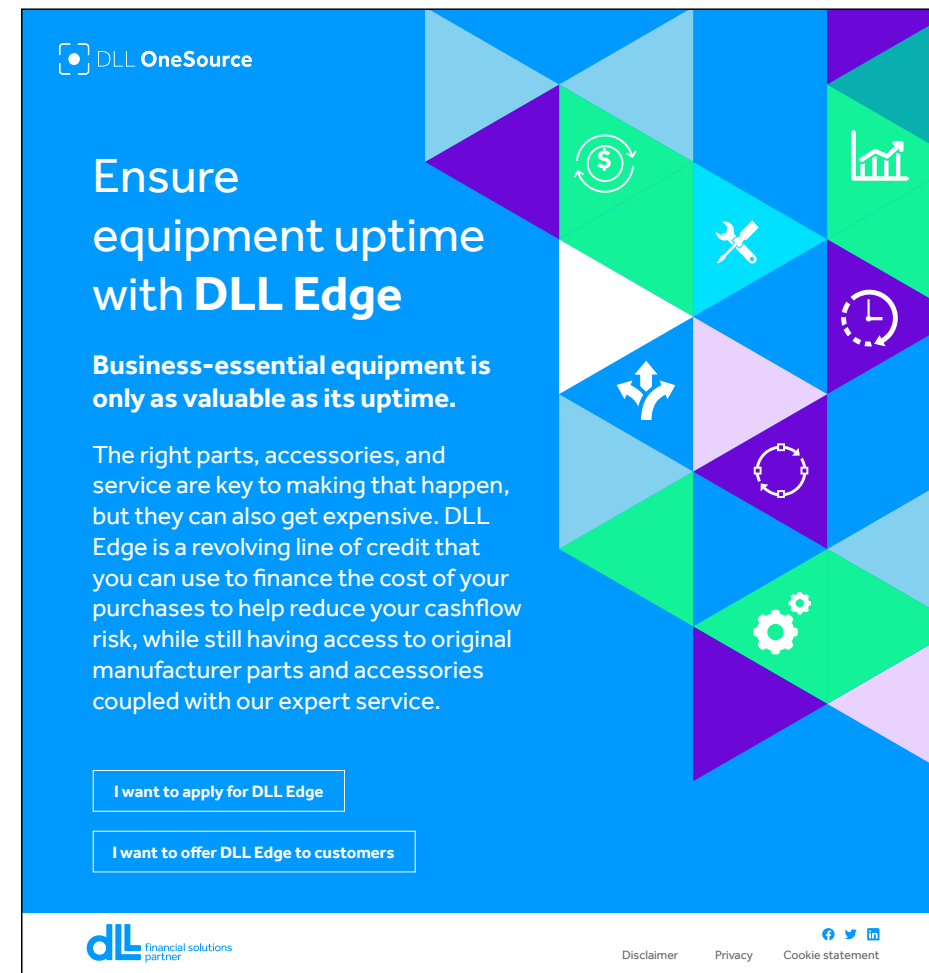
Overview:

Collaborated with DLL's Commercial Finance team to develop an online identity for their DLL Edge finance portal.

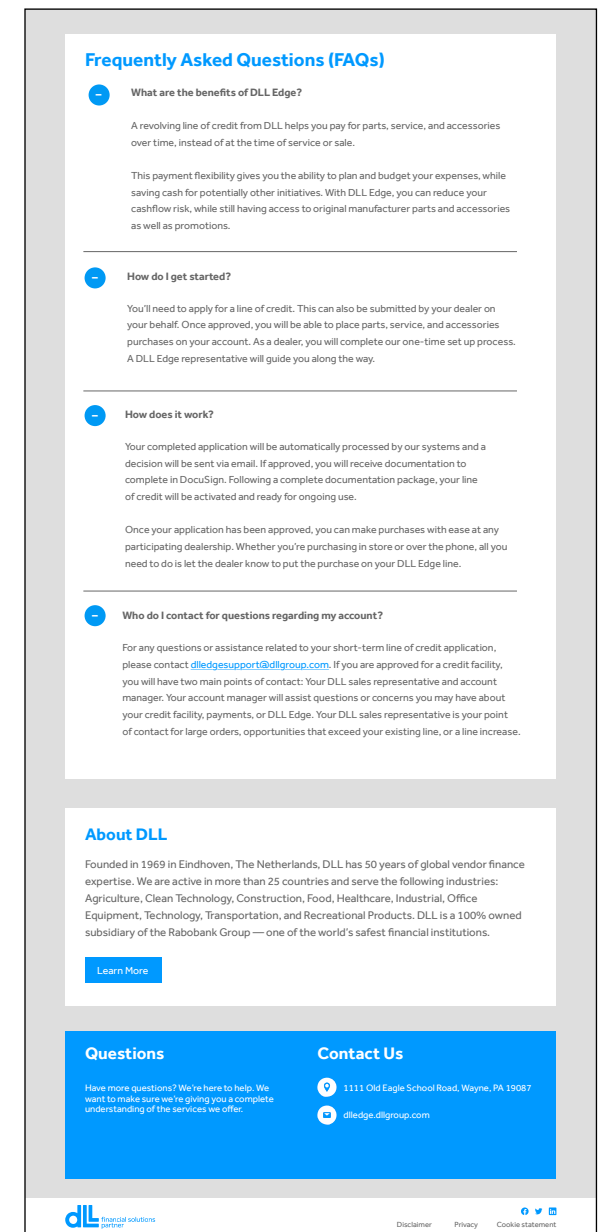
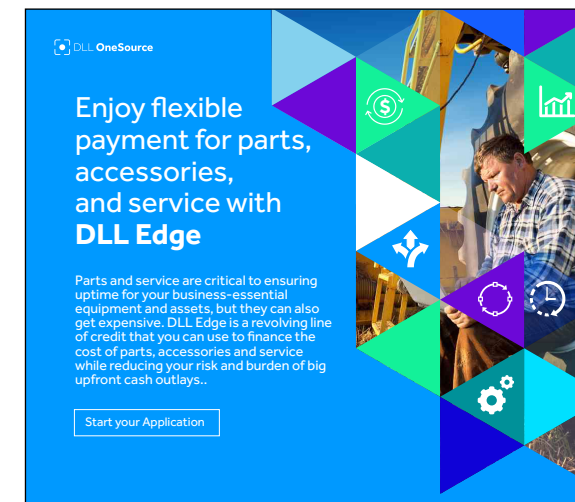
Goal(s):

- Introduce DLL Edge as a cutting edge and modern finance product - while staying within DLL's branding standards.
- Create a nice, open and engaging interface.

DLL Edge Portal Home



DLL Edge Portal Partner Pages



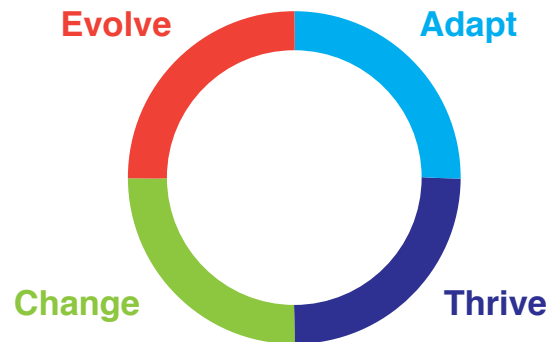
Corporate Portfolio

Internal Finance Training Campaign: 'Evolve. Adapt. Change. Thrive.'

Client:
KARL STORZ Capital

Overview:
Developed the concept, visuals and creative copy for an engaging internal finance training campaign for the KARL STORZ Capital sales team.

- Goal(s):**
- Break through the clutter with something different from the typical internal training emails and campaigns.
 - Help increase sales team earnings by creatively educating them on how to incorporate financing into their sales pitches (it worked!).



Email - Series of 4

Financing can help you navigate any type of situation [View online. Click here.](#)

STORZ
KARL STORZ - ENDOSKOPE
KARL STORZ CAPITAL

Evolve. Adapt.
Change. Thrive.

To survive constant change, **learn to evolve**
Financing can help you navigate any type of situation

Dear Scott,

Like the Great White, you can become a perfect evolutionary machine, outlasting 'trends' and market shifts, in order to dominate the field.

- Take competitive market share
- Lock out the competition
- Master the new decision makers (the economic buyers)

Do you have what it takes?

WAVES OF CHANGE, OCEANS OF OPPORTUNITY

This message is in alignment with our 2019 Corporate Theme "Waves of Change, Oceans of Opportunity", encouraging you to embrace change to reach greater success.

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KARL STORZ CAPITAL
2151 E. Grand Street, El Segundo, CA 90245-5017

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Better align with customer needs [View online. Click here.](#)

STORZ
KARL STORZ - ENDOSKOPE
KARL STORZ CAPITAL

Evolve. Adapt.
Change. Thrive.

To better align with customer needs, **learn to adapt**
Be more successful by changing your approach

Keep up with the changing tides [View online. Click here.](#)

STORZ
KARL STORZ - ENDOSKOPE
KARL STORZ CAPITAL

Evolve. Adapt.
Change. Thrive.

To stay relevant, **learn to change**
Assess your situation. See how different methods make a difference.

See how customers benefit from our financial solutions [View online. Click here.](#)

STORZ
KARL STORZ - ENDOSKOPE
KARL STORZ CAPITAL

Evolve. Adapt.
Change. Thrive.

To **thrive**, add value beyond the equipment
Learn how customers benefit from our financial solutions

Portal

STORZ
KARL STORZ - ENDOSKOPE
KARL STORZ CAPITAL

HOME RESOURCES CONTACT US TOOLS

Take a deep dive into financing and learn to thrive

EVOLVE ADAPT CHANGE THRIVE SHARK TANK

Our markets are evolving. Technology is changing. Our organization is transforming. Customer capital budgets are shrinking. Competition is becoming more fierce.

Opportunities to sell differently are emerging:

- The 2 pronged sale - how to pay for the what to buy
- Pay for Use
- Pay for Service
- Standardize with technology management

LEARN TO EVOLVE

Behaviors: Embrace the challenge
Let **KARL STORZ CAPITAL (KSC)** help you navigate the waters.

- Secure the account, capture the value from socket control
- Elevate the conversation to reach the economic buyers
- Leverage team strategies to drive growth
- Propose monthly payment solutions vs. cash sales
- Show customers how to get everything they need and make it affordable with payment options
- Maximize customer's built more, farm less

Use our focused finance products to:

- Maximize earning potential
- Compete more successfully
- Close larger and more strategic deals
- Convert leads: transform your business from pull to push
- Accelerate your compensation: KSC is one of the 5 compensation Accelerators that magnifies and can accelerate Rate 2 by up to 40%

SURVIVE CONSTANT CHANGE

Customer: Candler Hospital, Swainson, GA
Solution(s): Bridge-to-Budget

STORZ order developed into \$189K order with a combination of the Bridge-to-Budget (deferred payment) and lease solution by (Integrating Camera Health & ICU) (operated in Cardio Rooms). We were able to convert the customer, who told us a year prior that they do not lease, that the video equipment's value came from usage, not ownership.

LEARN TO ADAPT

Approaches: Help your customers find the right fit
Include financial solutions to help your customers stay current with technology while preserving capital.

1. Lead with payment options
2. Ask targeted questions upfront
3. Address objections, then leverage the answers
4. Understand both the customer's acquisition process as well as our own financing process
5. Engage your KSC team members early to develop a strategy based on the knowledge gained in steps 1-4

Here's how KSC can help you:

- Solution positioning based on needs vs. discount selling based solely on price
- Improved value through integrated services presented in a well-positioned, total solution

ADAPT

Email Newsletter

Having trouble viewing? [Click here.](#)

STORZ
KARL STORZ - ENDOSKOPE
KARL STORZ CAPITAL

Introducing **The Current**
Be bold - finish strong

Dear Kathleen,

You have been navigating the 2019 sales currents for 9 months. You are evolving, adapting, and changing to move faster and more efficiently. Applications with integrated financing options are up. **KARL STORZ CAPITAL Area Finance Managers stand with you for the final push.**

Which way will **The Current** take you?
With this new and informative communication, we are giving you the necessary tools and information to push forward, as well as thrive. **Do you have what it takes to finish strong?**

GET REFRESHED FOR THE JOURNEY Visit our Evolve, Adapt, Change, Thrive, portal to stock up on tips, tools, and information to help you on your travels.
Stock up

DISCOVER NEW TOOLS Utilize our Section 179 calculator to help guide you through uncharted/unexplored waters.
Check it out

PROPEL FORWARD WITH NEW KNOWLEDGE Get educated on the changing tides to lease accounting rules and guidelines.
Download flyer

Many of you can attest to the fact that the financing accelerator is real. Integrate financial solutions with every sale and watch your sales increase with velocity.

WAVES OF CHANGE, OCEANS OF OPPORTUNITY

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Corporate Portfolio

Internal Finance Training Campaign: 'It's Elementary: Incorporate the Elements of Financing'

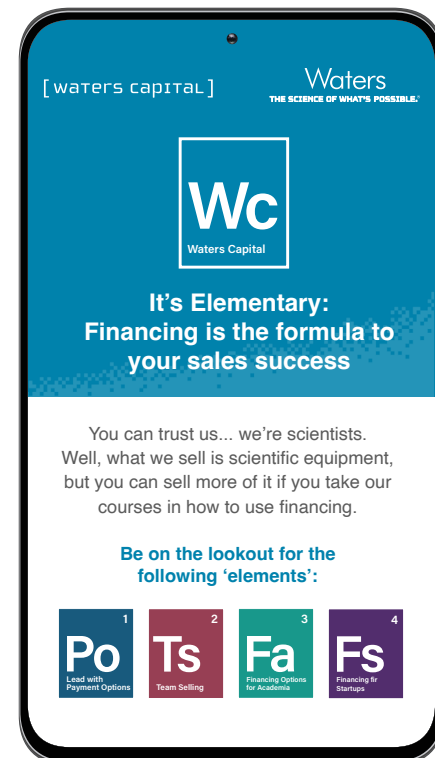
Client:
Waters Capital

Overview:
Developed the concept, visuals and creative copy for an internal finance training campaign for the Waters Capital sales team.

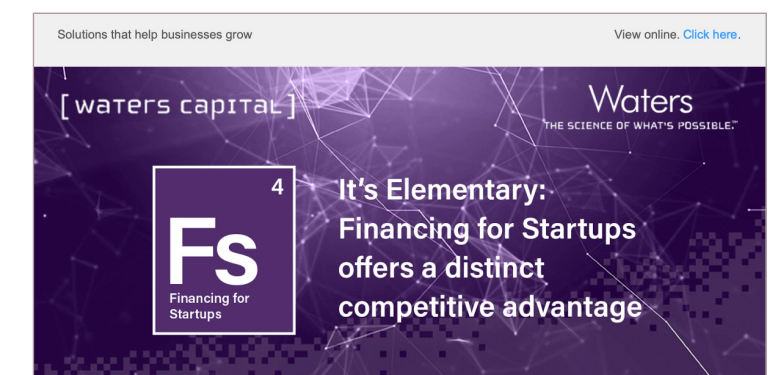
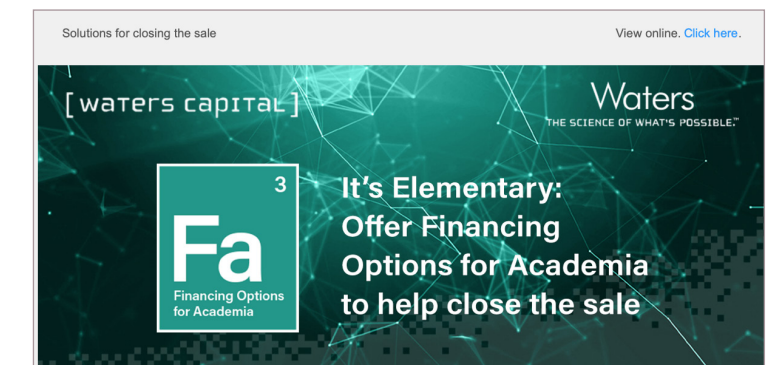
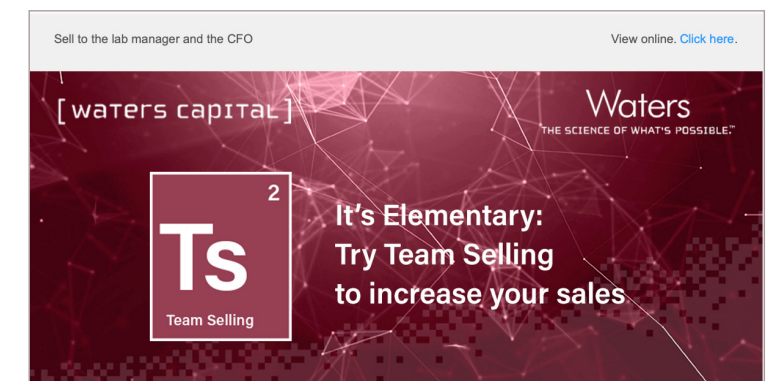
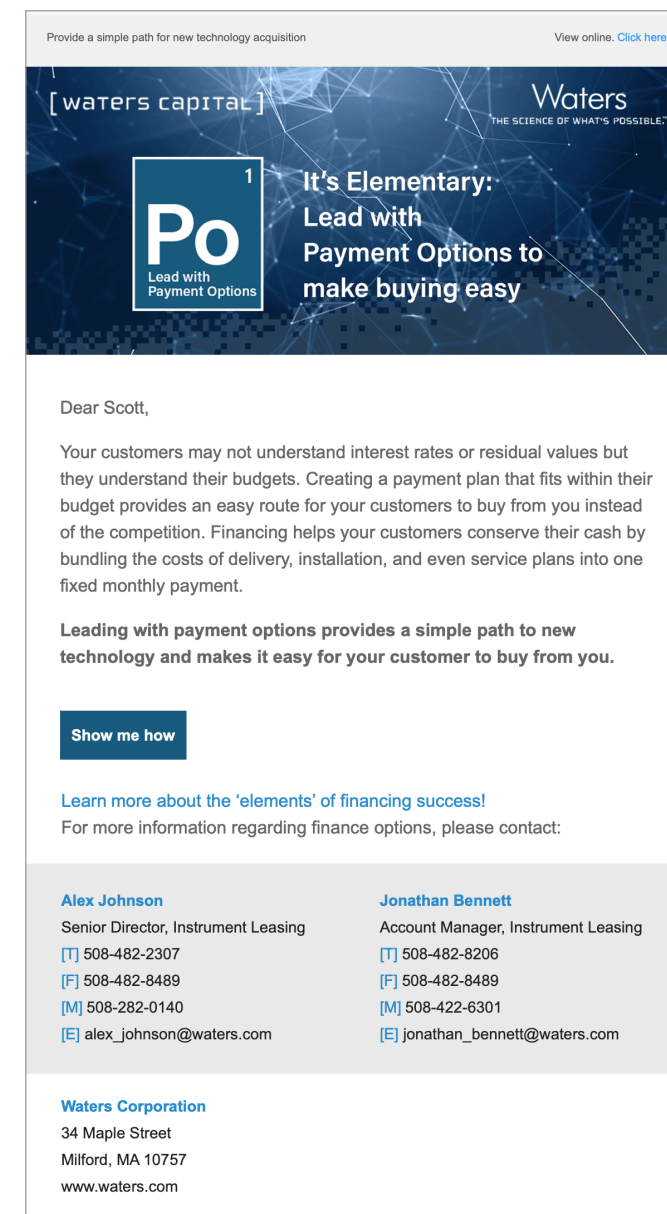
- Goal(s):**
- Speak in a simplistic but slightly scientific tone to explain financing.
 - Help increase sales team earnings by creatively educating them on how to incorporate financing into their sales pitches (it worked!).



Email Campaign Intro



Email Campaign Series of 4



Corporate Portfolio

Digital Marketing Campaign: 'We get IT.'

Client:
IT Quotes
(IT Procurement Partner)

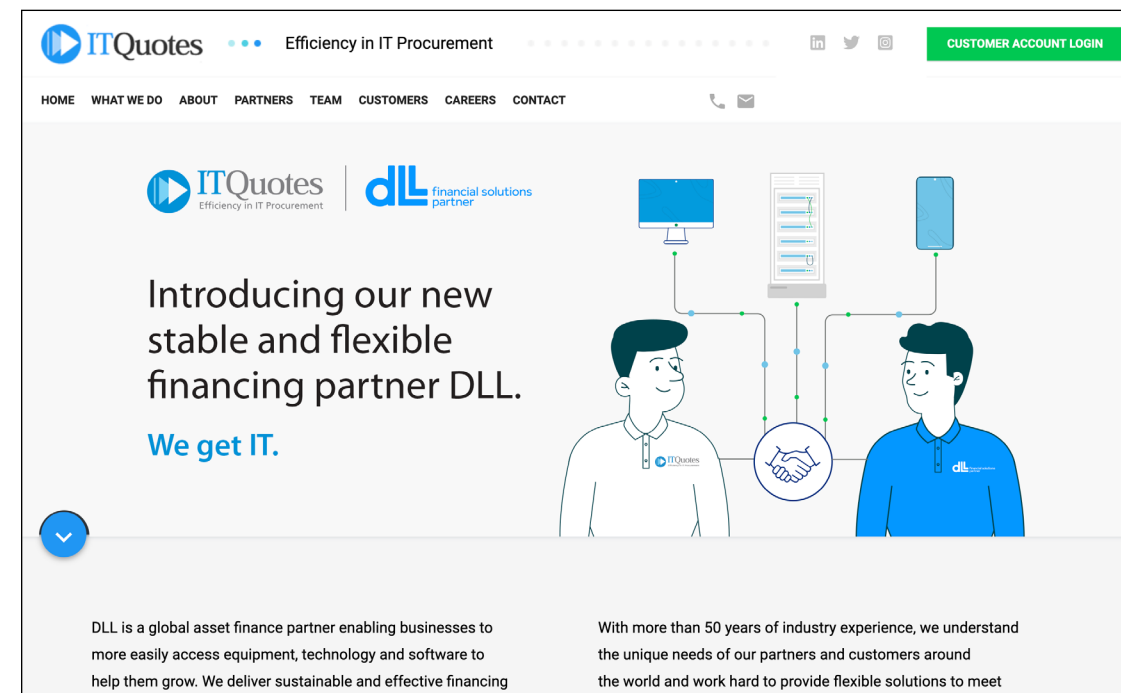
Overview:

Collaborated with both IT Quotes and DLL program teams to develop a creative partnership announcement and education campaign leveraging IT Quotes' brand tone and style.

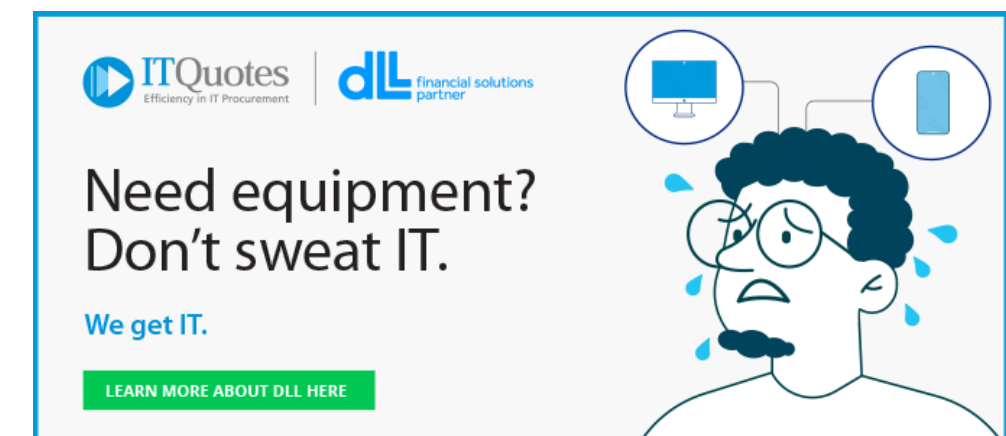
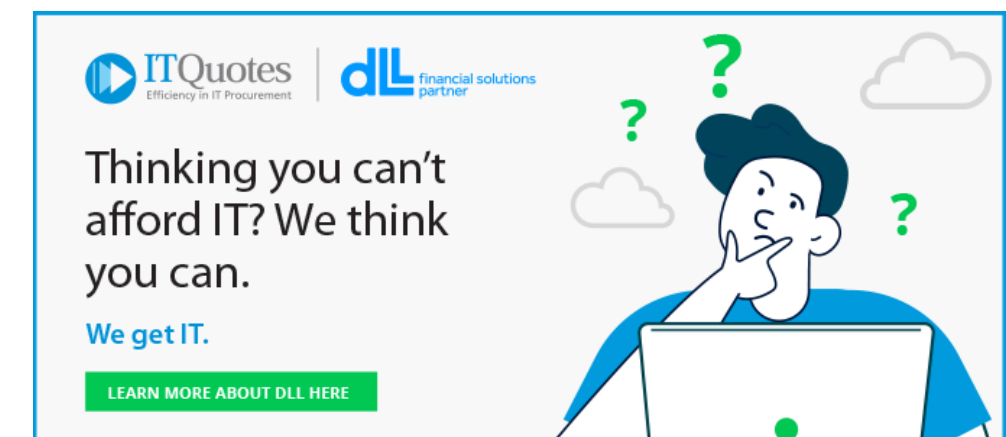
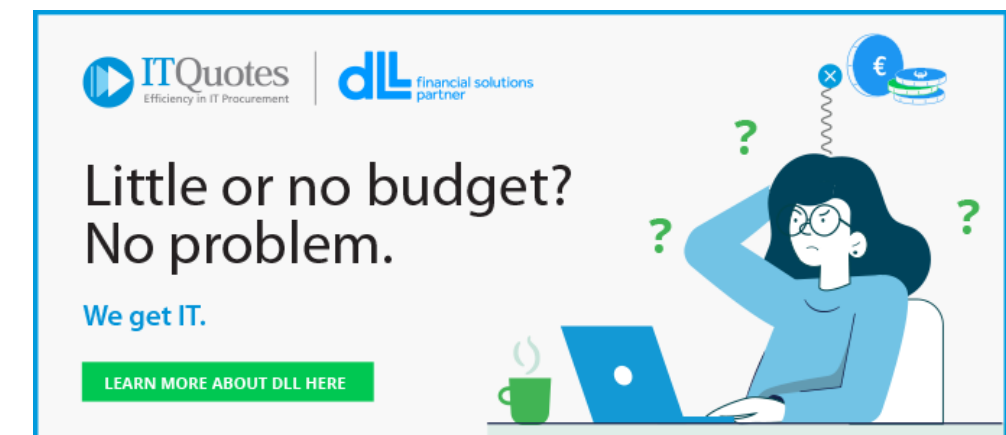
Goal(s):

- Introduce DLL as a stable and knowledgeable finance partner.
- Inform IT Quotes customers that their issues with budgets are understood, and educate them that they do not need cash to address their tech spending needs.

Intro to DLL on IT Quotes Home Page



Email Campaign



Corporate Portfolio

Email Campaign and Microsite: 'Benefits of Financing Clean Technology'

Client:
DLL Clean Technology Group

Overview:

Developed the copy and visual content for the email campaign and microsite for the DLL Clean Technology Group to promote the 'Benefits of Financing Clean Technology' using infographics and easy to digest visuals.

Goal(s):

- Create and engaging campaign and resource to help customers understand the value of financing, as well as the long-term benefits to the environment.
- Promote the knowledge and expertise of the DLL Clean Technology Group.

Email Campaign

Show your customers positive cash flow benefits with financing. [View online. Click here.](#)

Here's how to show positive cash flow on day one:

If paid for in cash, your customer waits 36 months for their energy efficiency project to break even.

Financing an energy efficiency project puts money in your customer's pocket on day one.

\$125,000 Same price **\$125,000**

Dear Scott,

We can help you show your customers how financing a project can deliver immediate positive cash flow.

Provide a solution to capital budget constraints that gets cost-saving projects off the ground. Your customers will thank you.

[Show me how](#)

Maximize project size and margins with financing. [View online. Click here.](#)

Here's how to more effectively price a deal:

Try using our online **Project Profitability Calculator...** ...to see how **financing can grow your project sizes and profitability**

Monthly payment and savings (Based on 60-month term): **\$8,416**

Dear Scott,

You could be leaving money on the table if you're not leveraging financing as a sales tool for energy efficiency projects.

- Integrate financing into every project proposal
- Price to customers' savings
- Maximize profits
- Differentiate your solution

[See how project scope and profits increase with financing](#)

Financing solutions for accelerated payments. [View online. Click here.](#)

Here's how you get paid faster:

Partner with DLL to finance your projects

Secure up to 50% of the project cost during project installation

Draw payments totaling up to 90% of the project amount

Receive full payment within 24 hours of project completion

Dear Scott,

DLL can help you structure a financing solution so your customer puts no money down and you don't have to wait until project completion to get paid for your work.

- Secure up to 50% of the project cost during installation with our Progress Payment structure
- Draw payments totaling up to 90% of the project amount with our Escrow structure
- Receive full payment within 24 hours of project completion

[Email me to find out more](#)

Grow project size and scope with financing. [View online. Click here.](#)

Here's how to win larger projects:

Problem: Customer wants an internal and external lighting upgrade, but they cannot afford to do both.

Solution: Propose a financing solution that allows the customer to do both by paying for the entire project in low monthly installments.

Larger projects = more money in your pocket, courtesy of financing!

Dear Scott,

Financing helps you win more projects and grow those projects into larger deals. By integrating financing into your turnkey solution, you may be able to overcome a customer's project budget limitations. This could be the difference between closing and losing a deal.

It's possible to pay for entire projects in monthly installments, where the value of the energy savings could be greater than the monthly payment.

[Show me how](#)

Microsite Pages

Upgrade your project financing

DLL has over 10 years of experience financing energy efficiency upgrades

DLL Named Provider for California Energy Efficiency Financing Program

[Read now](#)

Who we are

DLL is an experienced funding source for lighting, energy efficiency and renewable energy projects. We provide custom-tailored, flexible financing programs for clean tech manufacturers, energy service companies, contractors and end-users.

How to get more money in your pocket

You could be leaving money on the table if you're not leveraging financing as a sales tool for energy efficiency projects.

Try using our online **Project Profitability Calculator...** to see how financing can grow your project sizes and profitability

Monthly payment and savings (Based on 60-month term): **\$8,416**

[See for yourself](#)

Discover the benefits of financing

A win for you, a win for your customer

- **Sales benefits** - click to expand
- **Higher margins**: Sell the affordability of monthly payments to enhance margins while delivering positive cash flow for your customer.
- **Larger scope and project size**: Help customers afford higher value projects for which they may not have capital budgeted.
- **Faster deal closing**: Integrate financing to improve your negotiation power and control over the deal, while developing long-term annuity relationships with customers.
- **Advanced funding to build projects**: Maximize your cash flow without requiring customers to put money down for project mobilization and install.

How you get paid faster with us

Partner with DLL to finance your projects

Secure up to 50% of the project cost during project installation

Draw payments totaling up to 90% of the project amount

Receive full payment within 24 hours of project completion

- **Customer benefits** - click to expand

How to show positive cash flow on day one

If paid for in cash, your customer waits 36 months for their energy efficiency project to break even.

Financing an energy efficiency project puts money in your customer's pocket on day one.

\$125,000 Same price **\$125,000**

How to win larger projects

Problem: Customer wants an internal and external lighting upgrade, but they cannot afford to do both.

Solution: Propose a financing solution that allows the customer to do both by paying for the entire project in low monthly installments.

Large projects = more money in your pocket, courtesy of financing!

Project spotlights

Creative finance structure funds church lighting upgrade with \$1,500/month in energy savings

Equipment solution: Indoor and outdoor LED lighting retrofit

Project size: \$325,000

Financing product/term: Capital lease/36 months

Testimonials

"There's just no way that we could have made this work without DLL. The upgrade needed to be done - both for the energy savings and added security to the exterior of the church, but it just didn't seem feasible considering the cash-flow limitations they were up against and the time frame for the rebates we were up against."

Paul Chamberlain
President and CEO at Linmore LED Labs

[Read more](#)

More about DLL

We are the go-to Clean Technology financing partner for a broad spectrum of projects, including:

- Energy efficiency
- HVAC
- Water
- Waste management
- Alternative energy
- Combined heat & power (CHP)
- EV charging stations
- Other environmental solutions

[Learn more](#)

Corporate Portfolio

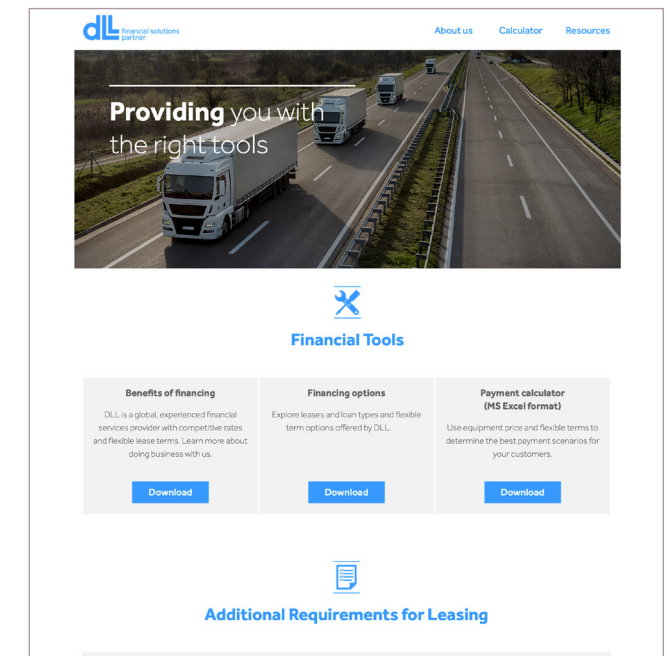
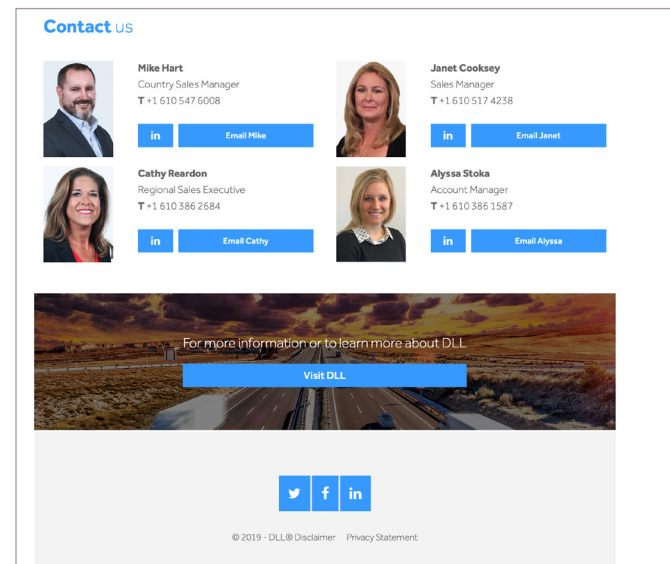
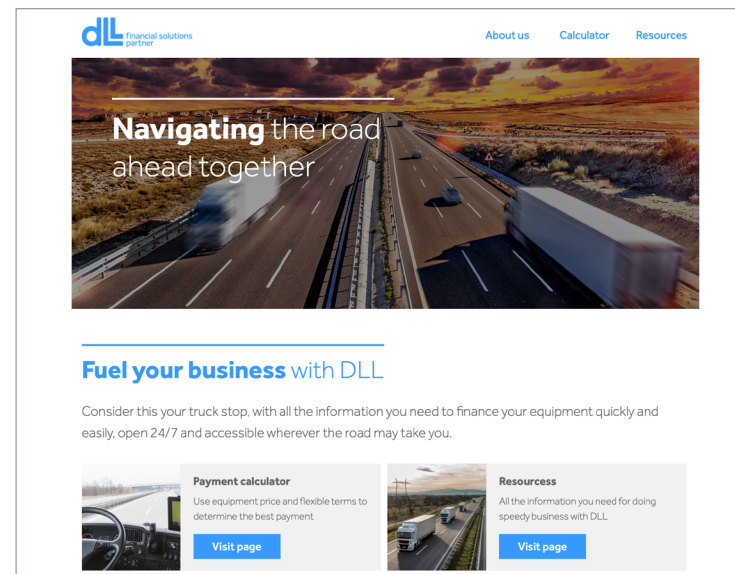
Microsite: Transportation Group Promotion & Awareness

Client:
DLL Transportation Group

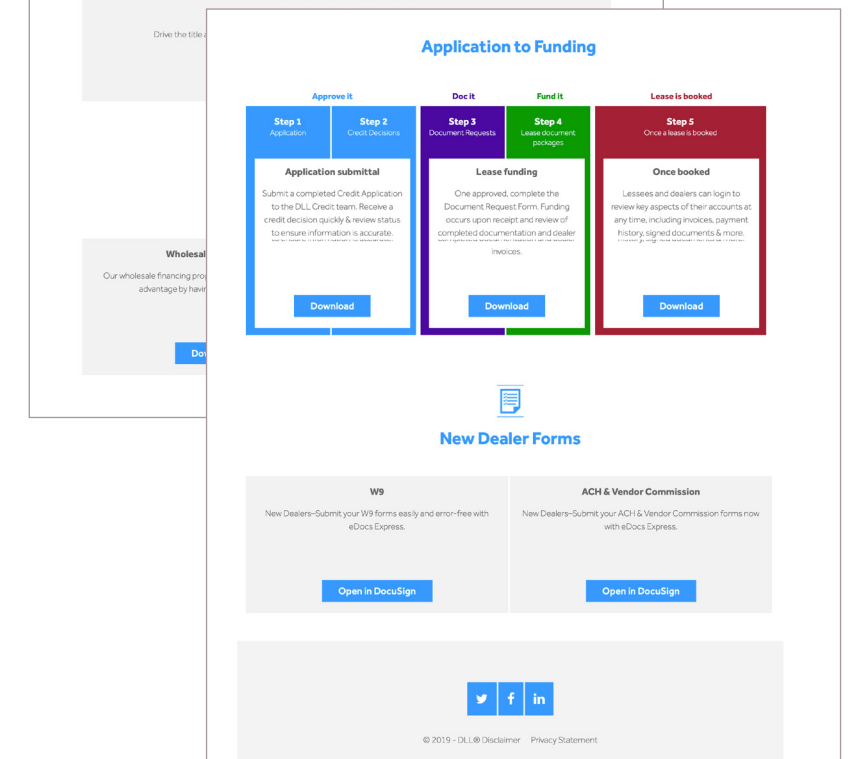
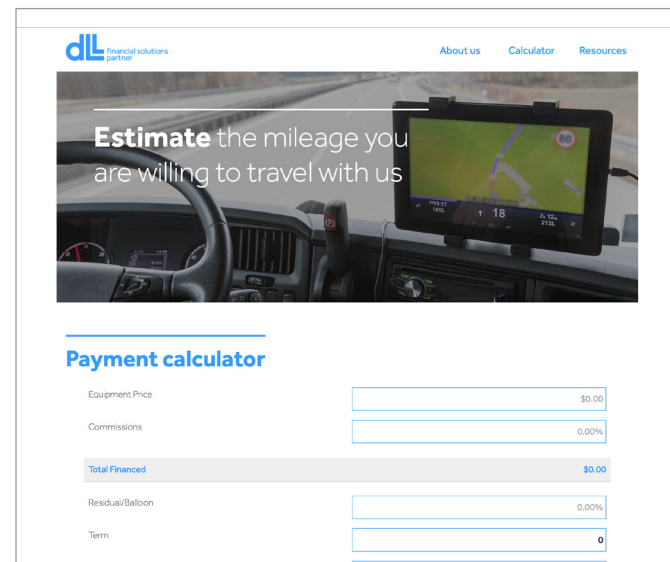
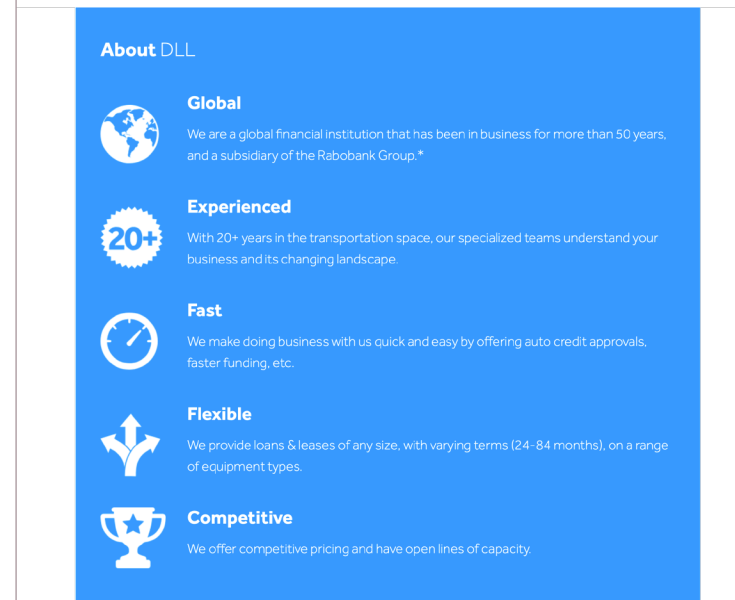
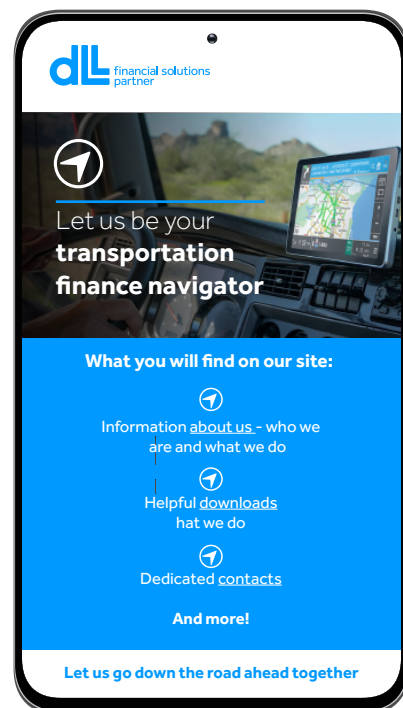
Overview:
Developed the copy and visual content for DLL's Transportation Group's microsite.

- Goal(s):**
- Create a dealer/customer resource to help make doing business with DLL incredibly easier.
 - Promote the knowledge and expertise of the DLL Transportation Group.

Microsite Pages



Awareness Email



Corporate Portfolio

Product Branding & Promotion: Express Finance App

Client:
DLL

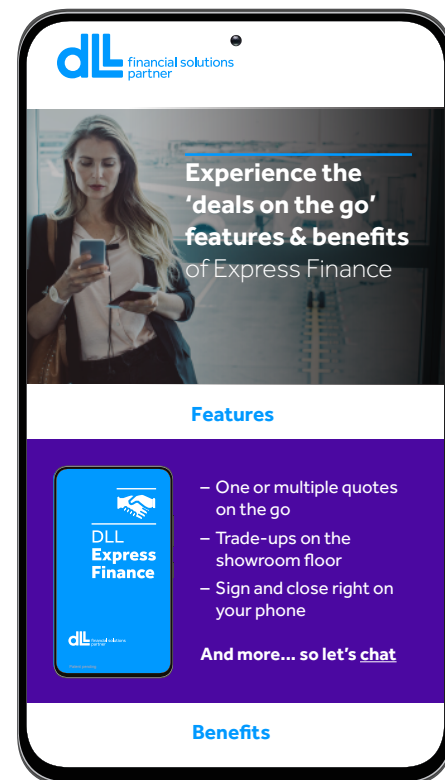
Overview:

Developed branding, concepts and content for the promotion of DLL's mobile financing app Express Finance.

Goal(s):

- Create awareness about the app, and the benefits of using it.
- Promote adoption of the app.

Features & Benefits Promo Email



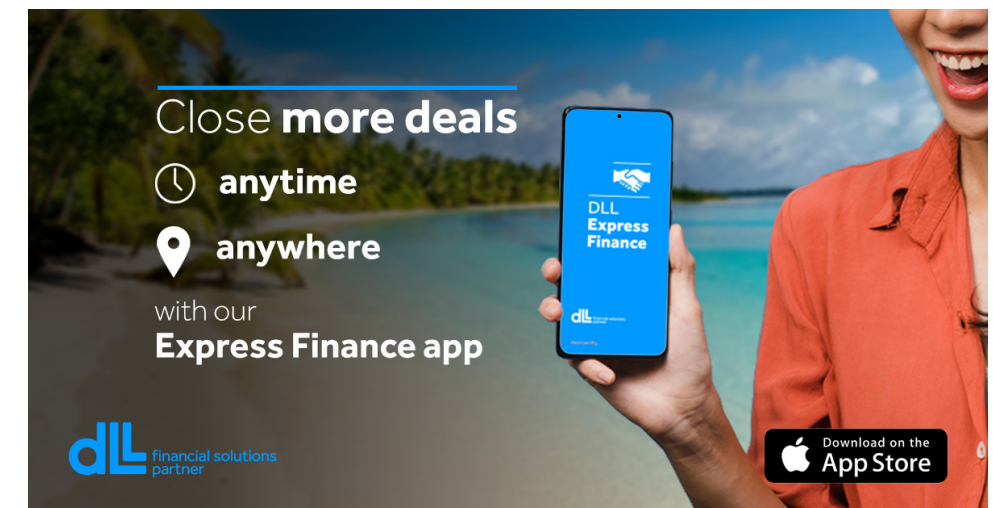
Industry Publication Ad



Promotional Video Sales Package



Social Media Promotion



Corporate Portfolio

Email Campaign: 'Perfect Pairing of Efficient Products & Flexible Financing'

Client:
Regreen

Overview:

Developed the concept, visuals and creative content for a fun and engaging customer-facing email campaign for the Regreen sales team using great 'match ups/ pairings' to illustrate that products and financing also go together very well.

Goal(s):

- Create awareness about flexible financing options for Regreen's products.
- Promote the ease of the switch to clean, efficient energy solutions.

Email Campaign Series of 3



Corporate Portfolio

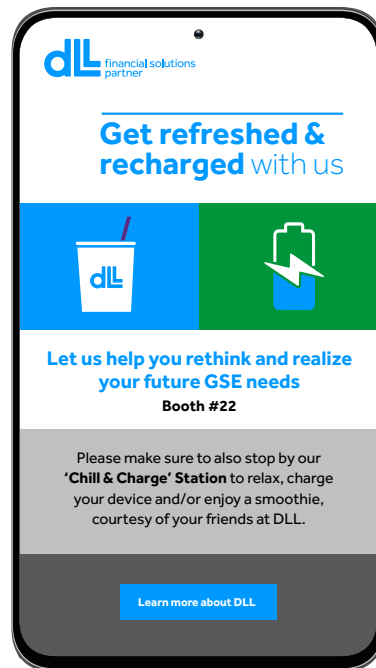
Trade Show Branding & Marketing: Ground Handling International 'Refresh. Recharge. Rethink.'

Client:
DLL

Overview:
Developed branding, concepts and content for the promotion of DLL's presence at a major handling equipment conference.

- Goal(s):**
- Generate new business opportunities and partnerships by demonstrating that DLL is very knowledgeable in the handling equipment industry.
 - Promote a light-hearted and welcoming approach by sponsoring charging and smoothie stations.

Email Event Promotion



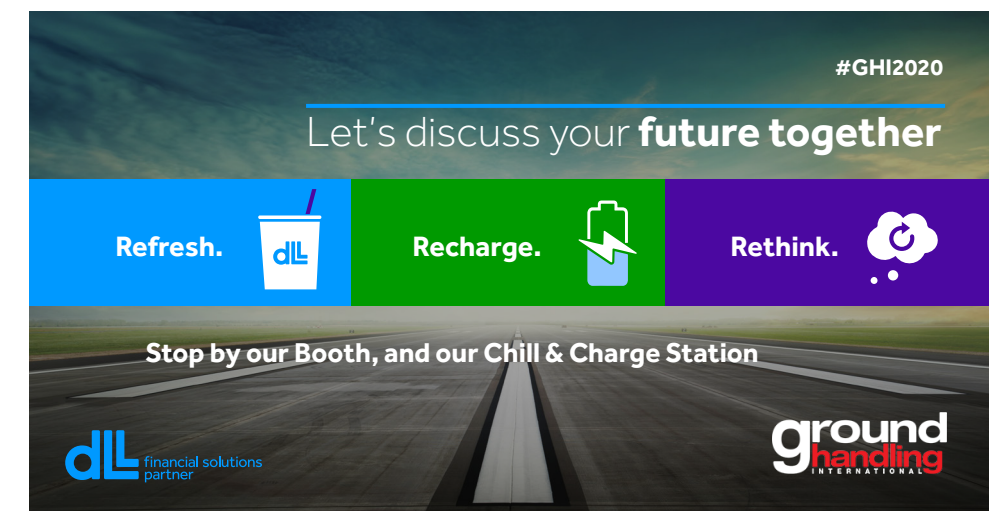
DLL's Main Booth



Chill & Charge Station



Social Media Promotion



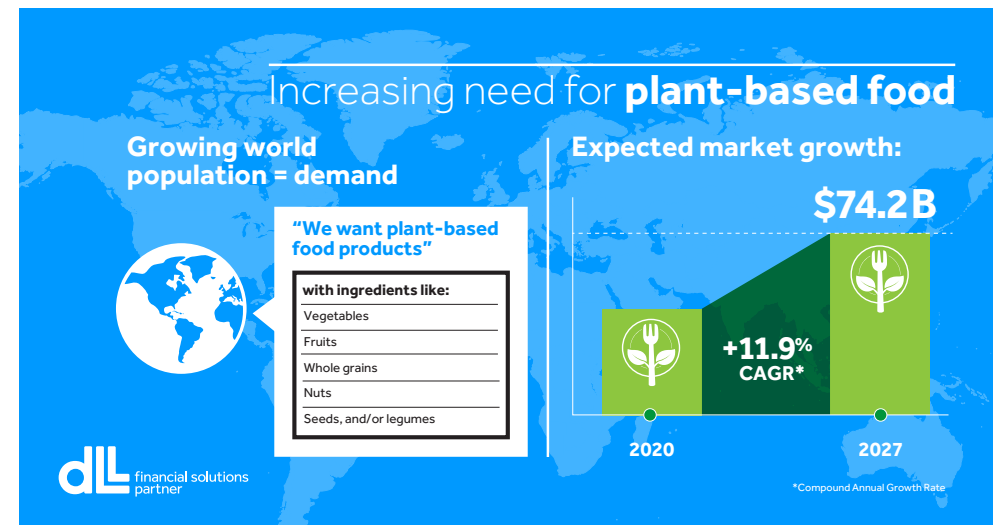
Corporate Portfolio

Infographics

Client:
DLL - Various

Developed concepts, design and content for eye-catching, custom infographics and visualizations for use on social media channels and marketing collateral to educate, as well as increase both awareness and engagement.

Food Industry Plant-Based Foods Post



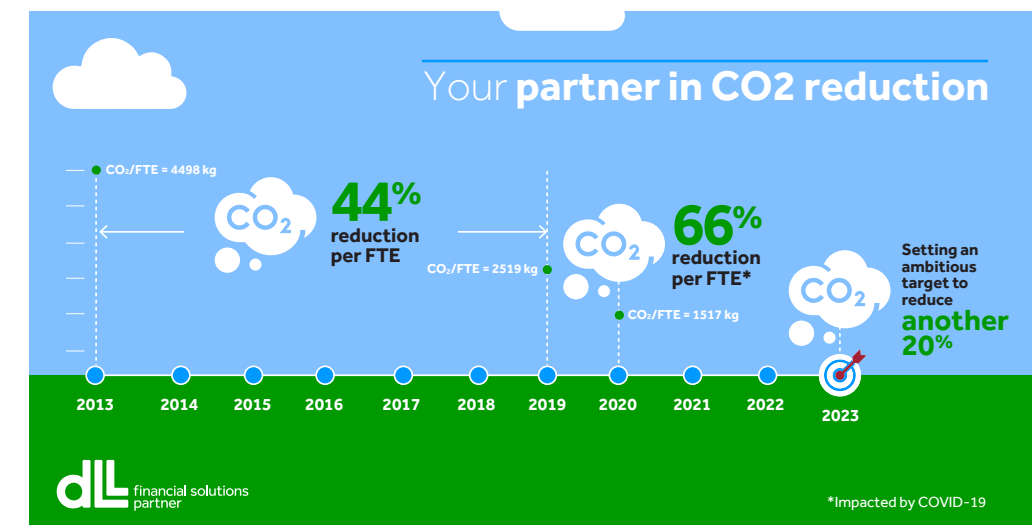
Food Industry Supply Chain Tracking Post



DLL Sustainability Facts & Figures Post



DLL Earth Day CO2 Reduction Post



Corporate Portfolio

Organizational Brands & Logos

Client:
DLL - Various

Developed concepts and designs for corporate meetings, initiatives, anniversaries, milestones and events.



Client: DLL Charity Golf Outing Committee
20th Annual Charity Golf Outing Logo



Client: DLL HR DE&I Team
Allies for Inclusion Brand



Client: DLL Singapore Office
20th Anniversary Logo



Client: DLL Executive Board
2023 Global Kickoff Brand



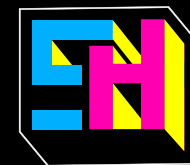
Client: DLL Learning & Development Team
Learner Home Portal Logo



Client: DLL Commercial Finance
DLL One Source Finance Portal Logo

Thank you for taking a look.*

*Please let me know if you would like to see more particular examples.



SCOTT HARRISON
BRANDING & CREATIVE



Contact

Scan the QR code on the left for my digital business card.

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