



SANDRASTAUFER.COM

Mantra

Or focus:

- We aim to provide creative, innovative, unique, user-focused digital illustrations and intelligent user-centred design to the UK and Swiss market.
- We aim to offer high-quality, reliability and transparency. We do not cut corners.
- We aim to create a positive supportive work-environment for both parties and always show good-will.
- We create a culture of lifelong learning and education.
- We always LOVE our work. If we loose interest, we change.

Our clients:

- Design, branding, marketing agencies and SME's. No start-ups

Marketing & sales:

- Our business is based on creating partnerships with our clients. The relationships arrive from personal contacts or a referral from a trusted source. We provide a good service and hope they will become returning customers.
- We focus on quality, service & value - NOT the lowest price. We don't haggle over price and offer discounts
- The product sells itself. No hard-sell. We don't spend time convincing people to buy from us. If the client likes the product they will pay for the time it needs to be created. We don't talk about price early, we trust they come to us because they like our product.
- When quoting for a job, we will do this based on previous projects.

Our approach to working:

- We follow our own style and our own path, we don't adapt our style because we can make a sale.
- We are visible, active and supportive, express a clear vision and show confidence and determination.
- We plan realistically to cope with deadlines.
- We don't overpromise.
- Good communication is important; we do not like ambiguity.
- We work in partnership with collaborators, and trust them to be experts in their field. We do not charge % on a referral to a collaborators. Collaborators need to represent our brand well.
- We discuss timelines early to assure we can deliver a quality product.
- We aim to complete each job with a review on outcome, quality, benefits and client satisfaction.

Working in partnership with

 **CHIE CONSULTING**

29 Surrenden Road, Brighton BN1 6PA, UK ++447818625398 sandra@chie.co.uk www.sandrastaufer.com