

Your Customer Wins



Partner with Executive Wins to help your customers tell the story of why your products and services make them successful.



780-906-1799

www.executivewins.com



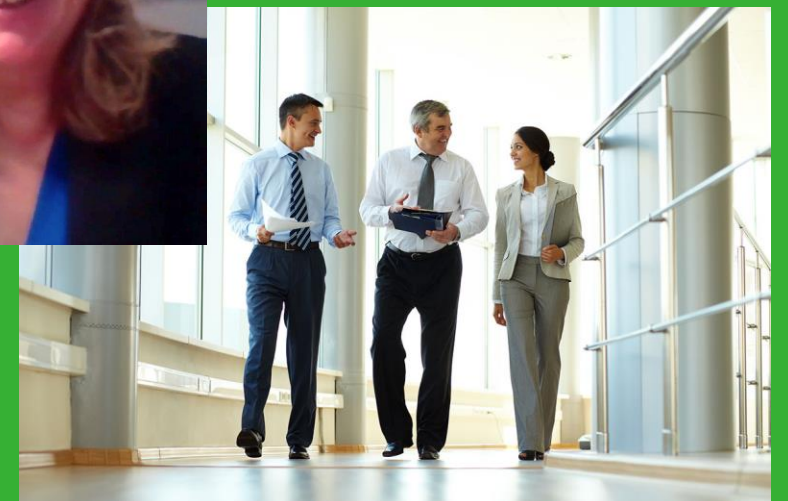
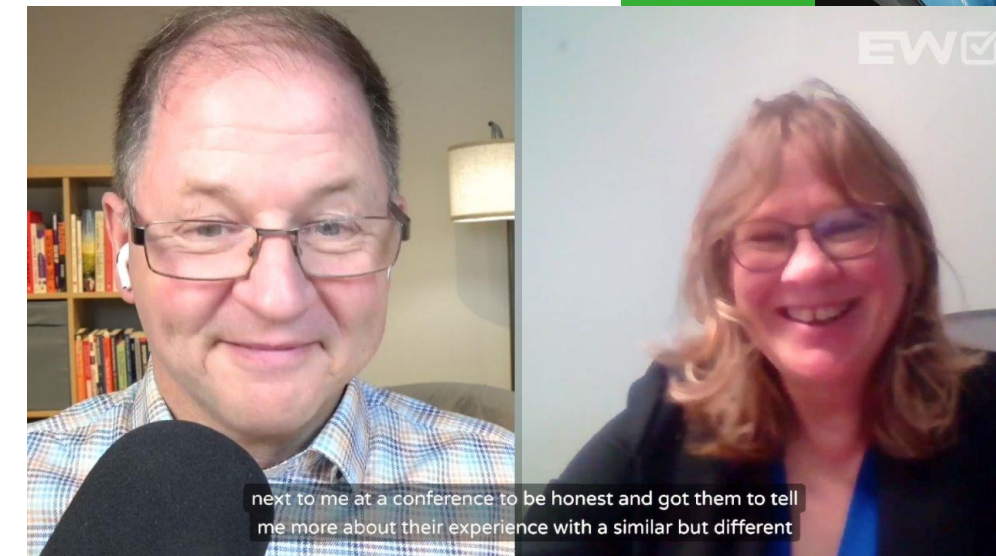
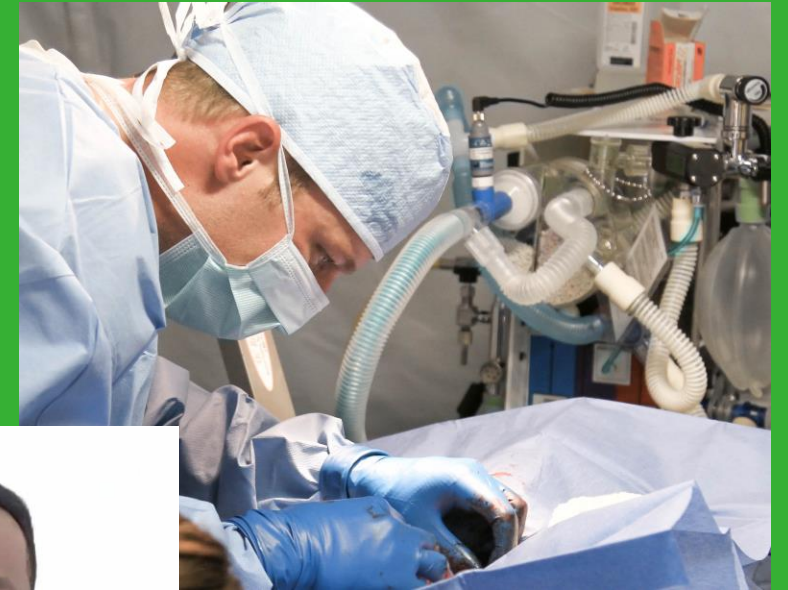
The Opportunity

Your customers are winning because they use your products and services.

Let's showcase their wins in a compelling, professional, and shareable video.

Together, we will:

- Highlight the success your customers are having with your products and services
- Gain insights and deepen customer loyalty
- Create powerful marketing and sales assets to win more business



Why Work with Executive Wins?

- Gordon Sheppard is a communications expert and business advisor with 25+ years of experience and the CEO of Executive Wins
- Gord hosts the Executive Wins Podcast - Winner of the 2025: Best New Podcast Award (Quill Podcast Awards)
- He is a talented interviewer who brings out the best in business leaders by following a proven 5-part framework called the **Anatomy of a Win**



Anatomy of a Win



The **Anatomy of a Win** is a proven 5-step framework to help your customers tell a compelling story about why they are winning with your products and services. It includes:

Strategy – What is your customer’s vision, values and goals and how do your products/services help them?

Work Plan – How does your customer use your products/services to win more often?

People – Who helped your customer get the win? What was their skill set and attitude?

Operations – How are your products/services improving your customer’s systems, processes etc.?

Results – How does your customer measure success when it comes to using your products/services?

The Process



1

Gord interviews your customer to help them tell the story of why they win with your products and services

2

The video will be edited and sent to you and your customer for approval

3

Post the full video and promo snippets to your social media, website, newsletter etc.

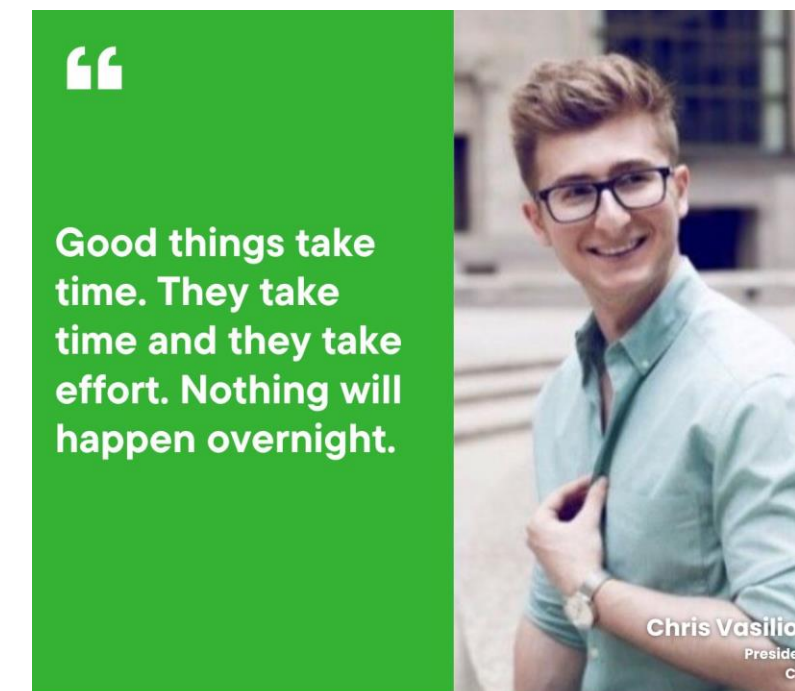
What We Provide

- Professional video interview with your customer - hosted by Gordon Sheppard
- End-to-end production: Planning, recording, editing, delivery
- On-brand customization for your company (logo, colors, messaging)
- Quote cards & social media clips for easy sharing
- Customer insights you can use to improve your products and services



What You Get

- A professional video interview with your customer talking about you
- Promotional assets: short video, quote graphics, magazine style blog article
- Enhanced visibility on LinkedIn, Facebook, YouTube, and your website
- Deeper understanding and engagement with customers
- Trust-building proof for potential new clients



Your Customer Wins

Pricing

Starter

1 Customer Interview

\$**3,500**

- ✓ Professional Customer Interview hosted by Gordon Sheppard
- ✓ On-Brand Customization for your company
- ✓ Planning, Scripting, Research, Pre-Interviews
- ✓ Full Production including interview, editing, and approvals
- ✓ 1 Long Form Video Interview With Your Customer
- ✓ Full Transcript and Show Notes
- ✓ Promotion Checklist
- ✓ Customer Insights Summary

Contact Gord

Growth

1 Customer Interview

POPULAR

\$**5,000**

- ✓ Professional Customer Interview hosted by Gordon Sheppard
- ✓ On-Brand Customization for your company
- ✓ Planning, Scripting, Research, Pre-Interviews
- ✓ Full Production including interview, editing, and approvals
- ✓ 1 Long Form Video Interview with Your Customer
- ✓ 1 Short Form Video For Your Social Media Promotion
- ✓ 1 Quote Card for your Social Media Promotion
- ✓ Blog Article based on the Interview
- ✓ Full Transcript and Show Notes
- ✓ Promotion Checklist and Recommendations
- ✓ Customer Insights Summary

Contact Gord

Custom

Multiple Customer Interviews & Analysis

Inquire

- ✓ Includes everything in 'Growth'
- ✓ Multiple Customer Interviews
- ✓ Shooting On-Location Options Available
- ✓ Customer Analysis Report
- ✓ Promotional Workflow Evaluation and Recommendations

Contact Gord

Why It Works



- **Winning stories sell**
- **Real Customer Wins = Real Social Proof**
- **Video is the #1 content format** for engagement
- **Done-for-you production** means less extra work load for your team
- **Executive Wins' award-winning credibility enhances your brand**
- **Gain new insights about your customers** so you can improve your products and services

What People Say About Working With Gord

Gordon's background is a powerhouse blend of production, leadership, executive coaching, and podcasting. And now? He's bringing it all together to help companies tell their story through one of the most powerful tools in business: Enter Your Customer Win's. A brilliant and exceptional service that turns customer success into brand-building gold. Long-form, candid interviews with their actual customers. Think about that. Not a pitch. Not a script. A real conversation. With a real client. ABOUT YOU! That's impact.



Kelly Kennedy
CEO - Capital Business Development

"Gord has an uncanny gift of being able to read individuals and situations, while bringing out their best in a very short amount of time. He helped us to produce great results that are truly actionable."



Cynthia Annett
Board Chair - Special Olympics Edmonton

Let's Win Together



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