



Dynamic International
Determined Passion for Business Owners Personal Growth



YOUR BUSINESS WILL NOT GROW
UNLESS YOU GROW

Dynamic International is a business development-consulting firm that is specialized in working with manufacturers, distributors, and service providers in the Law Enforcement, Fire Service, and Military Markets.

We are experts in the following areas:

- Business Development Coaching
- Unique Grant Funding Assistance Strategy
- Lead Generation
- Manufacturer's Representation (Local, Regional, National)
- Website Development
- Social Media Development
- Search Engine Optimization (SEO)
- Video Marketing
- Brochure Marketing





BUSINESS DEVELOPMENT COACHING

Becoming dominant in an industry is challenging, and maintaining that dominance can be even harder. There will always be an up-and-comer developing a new product or service. Dynamic International will coach your business to prosper in any economic environment by transforming your business. Industry leaders are created and continue to dominate the market by constant improvement in these 7 areas:

- Learning where your business really is and create an effective strategy and roadmap to growth
- Continuous Tactical Innovation
- “Kaizen” of unrivaled marketing and product commitment
- “Kaizen” of sales command structure and philosophy
- Continuous Anticipation: The importance of financial and legal analysis
- Sustained optimizing and maximizing the core areas of the business
- Continuous creation of raving fan customers and culture

“Dynamic International has proven to be a considerable asset to our company. Their extensive market knowledge as well as their ability to assist with funding solutions is essential to any organization working directly with Public Safety end users.”

- Brittin Kane, CEO & Founder, Intrepid Networks



GRANT FUNDING ASSISTANCE STRATEGY

Dynamic International will help your organization educate customers on what grants are available, how they should draft their Grant Justification Paper, and guide them to whom specifically controls the grant funding or application process in every state. These services are not only unique but specialized so your customer will receive funding in a timely manner.

Our services include:

- Creation and Organization of Responders Knowledge Base (RKB)
- Designed Grant Templates with Outlines to Write Grant Narratives
- Provide a List of Grants for Your Eligible Product or Service
- Unique Grant Funding Assistance that Goes Unmatched

LEAD GENERATION

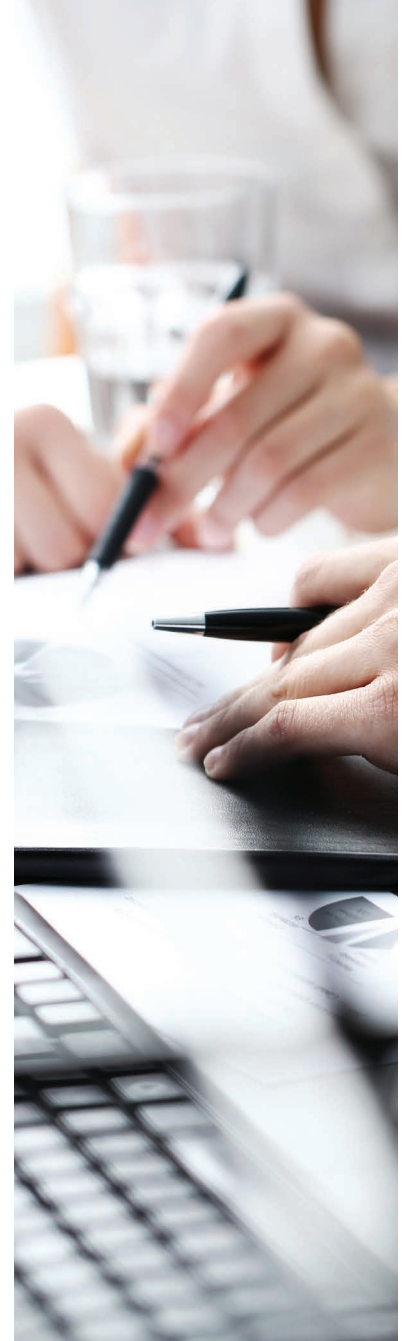
Dynamic International will take your product or service directly to the key decision makers after finding them through phone calls. We will surface leads through cold calling to Law Enforcement, Fire Service, and Military markets. Dynamic International is not a call center; we are an organization that understands the market. We generate sales pipeline opportunities and display

a strong sales outlook for your company.

Dynamic International will also help organize, develop, and distribute email campaigns promoting your product or service. Get effective email marketing, not just a traditional blast. Dynamic International will help craft an effective email-marketing message that is relevant to your readers and offers something of value. We won't just "blast your customers" with a sales pitch; we send them information that will engage them, making them not only thankful for the information, but request for more.

MANUFACTURER'S REPRESENTATION

Dynamic International will promote your business to potential prospects and build your company brand. We will support distribution when applicable and prospect to find sales opportunities. Dynamic International will demonstrate product or service features, advantages, and benefits. We will follow up with prospects until completion and ensure customer satisfaction. Dynamic International specializes in this market, knowing what it takes to generate the right opportunities that ultimately lead to successful sales.



“ *Exceptional services from Dynamic International provide quality growth and development for any business.* **”**

- Denise Barlow, Market Specialist, Homeland Security, Avon Protection Systems

WEBSITE DEVELOPMENT AND SEARCH ENGINE OPTIMIZATION

Dynamic International will give you a responsive, bold website with excellent navigation. We build a “purpose-driven” website that stands out from your competition, displaying strong content with easy navigation for your visitors. We are experts in the Law Enforcement, Fire Service, and Military markets, which allows us to build your website specifically with your customers in mind.

SOCIAL MEDIA

Dynamic International will help you communicate and interact with your customers on social media platforms that make the most sense for your company. We will assist in the development of a social media plan with internal procedures to implement the process effectively. A strong social media engagement can have a powerful impact if done right. Dynamic International will help you network and promote your product or service to customers and potential prospects. Knowing the Law Enforcement, Fire Service, and Military markets so well will let us actively engage the right crowd.

VIDEO MARKETING

Great video will get you more visibility and more sales! Video is the fastest, most effective way to make a big impact in a short time. It is one of the top ways to drive traffic and sales to your website. Dynamic International understands the





psychology of the end users in the Law Enforcement, Fire Service, and Military markets and how to use strategic video marketing to achieve your goals.

A team effort with IQuest Productions will award you with a winning, boutique style video production company. IQuest is run by passionate and professional partners dedicated to the business with over 20 years of experience in all phases of video production. Together, Dynamic International and IQuest Productions will offer the finest video marketing for your products or services.

BROCHURE MARKETING

Dynamic International will help you present your company and product or service appropriately in your brochure. We understand the benefits of considering your customer when molding such an important piece of literature. Much thought must go into the development of a brochure. This is where you can explain your product or service in great detail, list features and benefits, and show why your company is the right choice for your market. Since we know the Law Enforcement, Fire Service, and Military markets, we are able to guide you in the right direction with your brochure so that your customer will understand your message.



ABOUT DYNAMIC INTERNATIONAL

Michael Asimor is the CEO of Dynamic International.

Michael Asimor began selling police equipment for Safety Systems Corporation in 2001. In this job, he found that to be successful in selling to the public safety community, learning about grant funding was a necessity. By learning how the grant process works, he increased sales in his territory by almost 900%. In 2007, Michael launched Dynamic International to help the public safety market understand and obtain the billions of dollars of grant funding available. Through his company's training, as well as speaking at conferences such as the Washington State Tactical Officers Association, the Ohio Tactical Officers Association, and the New York Tactical Officers Association, Enforcement Expo, H.I.T.S., Michael has helped train hundreds of people in the public safety sector in the skills necessary to obtain needed grants.



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