



"The Voice of Reason, Realism, and Evolutionary Ideas"

CAPABILITIES & INVESTMENT GUIDE

Two ways to work with us. Embed our senior operators into your team for project management, program delivery, and strategy – or run a fixed-scope package built to move one part of your business.

ESTABLISHED 2008 | 100+ CLIENTS SERVED

Two Ways to Work With Us

We sell two different things to two different kinds of buyer. One is capacity and expertise for organizations that already know how to grow. The other is a finished system for companies that need one part of the business built properly.

TRACK ONE · CORE SERVICES

Embedded Expertise

You don't need a coach. You need experienced hands on a specific problem — a program that's slipping, a PMO that exists only on paper, or a strategy that has to survive contact with the board.

BUILT FOR

- Companies at \$25M+ revenue or 150+ employees
- PE-backed, post-acquisition and integration teams
- Enterprise PMOs and transformation programs
- Teams under a headcount freeze with real deadlines

HOW IT'S BOUGHT

- Hourly, from \$175–\$400 depending on role
- Monthly retained blocks of 40, 80 or 160 hours
- Fixed-fee for defined, scoped projects

TRACK TWO · GROWTH STUDIO

Fixed-Scope Packages

For companies doing \$100K per month and up that are running lean. Everything is scoped, priced and delivered done-for-you — take a complete system, or buy a single module à la carte.

BUILT FOR

- \$100K/month in revenue and above
- Founder-led teams without a full sales or marketing bench
- Businesses whose brand hasn't kept pace with revenue
- Owners who want the work done, not a workshop

HOW IT'S BOUGHT

- Three systems: Identity, Revenue and Visibility
- À la carte modules starting at \$597
- 25% deposit reserves the engagement

Not sure which track you're in? If you have the people but not the capacity, you want Core Services. If you have the revenue but not the infrastructure, you want the Growth Studio. We'll tell you honestly on the first call — and we will tell you when the answer is neither.

How We Work

Most firms hand you a strategy deck and a to-do list, then leave you to figure out the execution. We don't. We scope what actually has to get done, then put experienced people on it — alongside your team, not on top of it.

STEP 1 · WE SCOPE THE GAP

Before we quote anything, we scope. We look at what has stalled, what is unowned, and where your team is out of capacity — then we name the specific role, deliverable or decision that is missing. You get a written scope, not a discovery invoice.

STEP 2 · WE EMBED AND EXECUTE

Our people work inside your stack, your rituals and your reporting lines. We run the plan, chase the dependencies, hold the vendors accountable, and write the status your executives will actually read. You get an operator, not a lecturer.

STEP 3 · WHAT WE NEED FROM YOU

Embedded work is a partnership, not a vending machine. We move fast, but a few things only you can provide. To get the most out of any engagement, you'll be expected to:

- Name one internal owner who can unblock us and make decisions.
- Give us access to the systems, tools and documentation we need on day one.
- Bring us into the meetings where the real decisions actually get made.
- Make timely calls and sign-offs so momentum doesn't stall.
- Tell us the truth about politics, budget and constraints — we work better informed.

Hold up your end and we'll hold up ours. That is how an engagement turns into an organization that runs differently after we leave.



CORE SERVICE 01 · DELIVERY

Project Management

\$250 / HOUR

Best for: organizations with a project that matters and nobody with the capacity to run it properly — dates slipping, dependencies unowned, and status reporting that tells leadership far less than it needs to know.

What we take on:

- › **Project ownership.** End-to-end responsibility for scope, schedule, budget and risk on one named initiative.
- › **Plan build & maintenance.** Work breakdown, critical path, baselines, and honest replanning when reality moves.
- › **Dependency & task tracking.** Who owes what, to whom, by when — chased down before it becomes a slip.
- › **Risk & issue management.** A live RAID log with named owners, mitigations and a working escalation path.
- › **Status reporting.** Weekly status, milestone tracking and burn-down your sponsor can read in two minutes.
- › **Meeting cadence.** Stand-ups, working sessions and retrospectives run to a purpose, not a calendar habit.
- › **Vendor coordination.** Third parties held to the same schedule and the same standard as your internal team.
- › **Tooling & hand-off.** We work in Jira, Asana, Smartsheet, Airtable, Monday or MS Project, and leave the documentation behind.

You walk away with: a project that is owned, sequenced and reportable — plus a plan your team can keep running after we leave.

INVESTMENT

\$250/hour

Billed against an approved Statement of Work. 20-hour minimum engagement. Monthly retained blocks are available at reduced effective rates — see the rate card.



CORE SERVICE 02 · DELIVERY

Program Management

\$350 / HOUR

Best for: organizations running several connected projects at once, where the individual projects are staffed but nobody owns the sequencing between them, the budget in aggregate, or the story leadership is being told about the whole.

What we take on:

- › **Program ownership.** Accountability for outcomes across multiple workstreams, not just one project plan.
- › **Cross-workstream sequencing.** The dependencies between teams – the ones that actually break programs – mapped and managed.
- › **Governance design.** Steering committee structure, decision rights, change control and escalation that fit your organization.
- › **Portfolio budget & benefits.** Aggregate spend, forecast, and the benefits case tracked against what was originally promised.
- › **Executive & board reporting.** One consolidated view: critical path, decisions needed, risks with owners and named dates.
- › **Delivery recovery.** We step into programs already behind and rebuild the plan, the sequencing and the confidence around it.
- › **Resource allocation.** Where capacity actually sits, what it is committed to, and what has to give.
- › **Direction of project managers.** We set the standard your project managers deliver against – ours or yours.

You walk away with: a program that is governed, sequenced and reportable at executive level – with the delivery discipline to hold it together.

INVESTMENT

\$350/hour

Programs are typically staffed as one program manager alongside one or more project managers. Blended teams are quoted at a weighted rate – see the rate card.



CORE SERVICE 03 · STRATEGY

Strategy & Executive Advisory

\$400 / HOUR

Best for: leadership teams that need a rigorous outside read before they commit capital, headcount or a public position — and who want someone in the room willing to say the uncomfortable thing.

What we take on:

- › **Market & competitive assessment.** Where you actually sit, what is defensible, and what the market is about to do to you.
- › **Operating model design.** How the org, the roles and the decision rights should be arranged to hit the plan.
- › **Growth & go-to-market strategy.** Segment, offer, channel and pricing decisions with the maths shown.
- › **Build / buy / partner analysis.** A structured case for each path, with the assumptions made explicit.
- › **Diligence & integration support.** Commercial diligence input, and the 100-day plan that follows the close.
- › **Board & investor narrative.** The story, the numbers underneath it, and a pre-read that survives hard questions.
- › **Decision facilitation.** We run the working sessions that get a divided leadership team to an actual decision.
- › **Strategy to execution.** The plan handed to delivery with owners, sequencing and measures already attached.

You walk away with: a defensible position, a written recommendation, and a plan specific enough that somebody can start on Monday.

INVESTMENT

\$400hour

Most advisory work is bought as a fixed-fee engagement (typically 4–10 weeks) or a monthly advisory retainer. Hourly is available for discrete reviews and second opinions.



CORE SERVICE 04 · OPERATIONS

Operations, Process & PMO

\$275 / HOUR

Best for: teams where the work gets done despite the process rather than because of it — handoffs that drop, reporting rebuilt by hand every month, and a PMO that exists on the org chart but not in practice.

What we take on:

- › **PMO design & stand-up.** Intake, prioritization, resourcing and reporting — built once and documented so it survives turnover.
- › **Process mapping & redesign.** Current state, failure points, target state, and the change plan that closes the gap.
- › **Business analysis.** Requirements, process documentation and the specs your engineering or vendor partners need.
- › **Operational assessment.** An honest read on where capacity, quality and cost are leaking, with the cost quantified.
- › **Systems implementation support.** Vendor selection, requirements, UAT coordination and cutover planning.
- › **Reporting & dashboards.** One source of truth, refreshed automatically, that leadership actually trusts.
- › **Change management & enablement.** Communications, training and adoption tracking so the new way actually sticks.
- › **Playbooks & SOPs.** Written procedures your team can onboard against instead of shadowing a veteran.

You walk away with: documented process, a working PMO, and reporting that no longer depends on one person's spreadsheet.

INVESTMENT

\$275/hour

Business Analysis & PMO support is staffed at \$175/hour. Blended teams are quoted at a weighted rate based on the mix of roles — see the rate card.

Engagement Models & Rate Card

Core Services are staffed by senior practitioners and billed against an approved scope. Choose the commitment that fits the work — hourly for discrete needs, or a monthly block when you need capacity you can count on.

ROLE	HOURLY	40 HRS / MO	80 HRS / MO	160 HRS / MO
Business Analysis & PMO Support Requirements, documentation, coordination	\$175	\$6,650	\$12,600	\$23,800
Project Management Single-initiative delivery ownership	\$250	\$9,500	\$18,000	\$34,000
Operations, Process & PMO PMO build, process redesign, reporting	\$275	\$10,450	\$19,800	\$37,400
Program Management Multi-workstream delivery and governance	\$350	\$13,300	\$25,200	\$47,600
Strategy & Executive Advisory Market, operating model, board narrative	\$400	\$15,200	\$28,800	\$54,400

Monthly block rates reflect an effective discount of 5% at 40 hrs, 10% at 80 hrs and 15% at 160 hrs against the hourly rate.

MODEL A

Hourly

Billed monthly in arrears against an approved scope. 20-hour minimum. Best for discrete deliverables, assessments and second opinions.

MODEL B

Retained Block

Reserved capacity at a reduced effective rate. Unused hours roll forward one month. Three-month minimum term, invoiced monthly in advance.

MODEL C

Fixed Fee

Defined deliverables at a defined price, quoted from scope. 30% on signature, balance against milestones. Best when the outcome is clear.

Typical program staffing. Most multi-workstream programs are run by one program manager setting governance and sequencing, with one or more project managers owning the individual plans. A common shape is a program manager at 40 hrs/month plus a project manager at 80 hrs/month — \$31,300 per month for reserved, senior delivery capacity. Blended teams are quoted at a weighted rate.

How engagements start. A scoping call, then a written Statement of Work covering deliverables, named staffing, timeline and payment schedule. Travel and on-site expenses are quoted and pre-approved separately.

The Growth Studio

Fixed-scope, done-for-you packages for companies doing \$100K per month and up. Three systems, built in the order that compounds. Take a complete system, or buy only the modules you need à la carte.

SYSTEM	WHAT IT DELIVERS	INVESTMENT	DEPOSIT
Identity Blueprint Brandfoundation · 30days	Buyer, positioning, offer, client filter, messaging, voice and a complete visual identity.	\$ 6,500	\$1,625 (25%)
Revenue System Salesengine · 30days	Acquisition, conversion journey, sales toolkit, closing framework, booking, CRM and follow-up.	\$ 16,500	\$4,125 (25%)
Visibility System Marketpresence · 30days	Facebook, Instagram, LinkedIn, TikTok and YouTube optimization plus 30 days of content.	\$ 20,000	\$5,000 (25%)
The Complete Build Allthree · 90days	Identity, Revenue and Visibility run in sequence — a complete commercial engine.	\$ 38,500	\$9,625 (25%)

Systems vs. modules. A system price covers every module in that track *plus* guided implementation, concierge support, an implementation roadmap connecting each build, real-time refinement, and 30 days of accountability from onboarding. À la carte modules are delivered as standalone builds without the managed rollout — which is why they are priced separately on the pages that follow.

How engagements start. A 25% deposit reserves your spot. After the deposit we schedule a short fit call to confirm scope, then issue a Statement of Work detailing deliverables, timeline and payment schedule.

★ Every engagement includes resources from the BizMind Method™ to help efficiency ★





"The Voice of Reason, Realism, and Evolutionary Ideas"

1441 Broadway, 3rd Floor, New York City, NY 10018 | 917-765-2296

GROWTH STUDIO · SYSTEM 01

Identity Blueprint

À LA CARTE

Best for: founders whose work is strong but whose brand is fuzzy — you can't explain what you do in one sentence, you attract the wrong clients, and nothing about how you look or sound feels consistent. *Build the foundation of a brand people instantly understand, trust and remember.*

Buy the whole system, or any module on its own:

Buyer DNA

\$597

Define your ideal client with precision so every marketing decision becomes easier and every message speaks to the people you are meant to serve.

Market Position

\$597

A concise positioning statement that communicates who you help, what you do, and why it matters.

Signature Offer

\$597

Package your expertise into a clear, valuable offer with a defined scope, transformation and price.

Client Filter

\$597

A qualification system that attracts ideal clients while filtering out poor-fit prospects before they enter your sales process.

Authority Pillars

\$597

The core messaging themes that guide your website, social media, sales conversations and content strategy.

Voice Framework

\$597

A consistent communication style so your business sounds recognizable across every platform and team member.

Visual Identity System

\$1,597

A complete visual identity including colors, typography, brand styling and visual standards that elevate your credibility.

Identity Blueprint Bundle

All seven modules, plus guided implementation across all seven sessions, concierge support, an implementation roadmap connecting every module, real-time refinement as your brand develops, and 30 days of accountability beginning at onboarding — a complete brand operating system.

\$6,500



"The Voice of Reason, Realism, and Evolutionary Ideas"

1441 Broadway, 3rd Floor, New York City, NY 10018 | 917-765-2296

GROWTH STUDIO · SYSTEM 02

Revenue System

À LA CARTE

Best for: businesses where sales depend entirely on one person — deals die because nothing is tracked, follow-up slips, and every conversation starts from scratch. *Build a repeatable sales engine that consistently attracts, converts and retains clients.*

Buy the whole system, or any module on its own:

Buyer DNA

\$597

Define the exact buyer your sales system is designed to serve.

Signature Offer

\$597

Refine your offer into something easy to understand, easy to sell and easy to buy.

Acquisition Engine

\$597

Determine the most effective marketing channels for your business and build a measurable customer acquisition strategy.

Conversion Blueprint

\$2,000

Map the customer journey from first interaction to closed sale, identifying every touchpoint that influences buying decisions.

Sales Toolkit

\$3,000

The resources that keep selling after your meetings end. Includes a pricing calculator, customer journey visualization and a before-and-after transformation framework.

Closing Framework

\$1,000

A customized sales conversation and closing system tailored specifically to your business.

Client Gateway

\$1,500

A streamlined booking experience with scheduling, payments and onboarding automation. Includes Calendly, Zoom and Stripe integration, booking workflow and a technical walkthrough.

CRM Foundation

\$1,000

A CRM system that organizes leads, opportunities, follow-ups and customer relationships.

Nurture Engine

\$1,500

An organized follow-up system that ensures every lead receives consistent communication until they buy or opt out.

Revenue System Bundle

All nine modules, plus guided implementation, concierge support, performance optimization, real-time adjustments and 30 days of accountability — a fully operational sales system.

\$16,500





"The Voice of Reason, Realism, and Evolutionary Ideas"

1441 Broadway, 3rd Floor, New York City, NY 10018 | 917-765-2296

GROWTH STUDIO · SYSTEM 03

Visibility System

À LA CARTE

Best for: businesses that are invisible in their market — you show up but nothing compounds, and what people find when they search you costs you trust before they ever talk to you. *Builds on a locked brand foundation (System 01).*

Buy the whole system, or any platform on its own:

Facebook Optimization

\$1,000

Refresh your presence with updated branding, platform optimization, management training and a 30-day content plan.

Instagram Optimization

\$2,000

Optimized branding, visual direction, platform strategy and a 30-day posting calendar.

LinkedIn Optimization

\$2,000

Position your professional presence to establish trust, authority and credibility with your target audience.

TikTok Optimization

\$2,000

A content strategy focused on short-form video, platform optimization and 30 days of posting guidance.

YouTube Optimization

\$4,000

Improved channel branding, strategy, production workflow and a monthly publishing roadmap.

Website Experience

Scoped

Your digital home built from scratch at the tier that fits where you are — see the three build tiers below.

WEBSITE EXPERIENCE	WHAT YOU GET	INVESTMENT
Tier One — Foundation Timeline: 14 days	A clean, professional website featuring your core pages, mobile responsiveness and complete brand implementation.	Quoted by scope
Tier Two — Growth Timeline: 30 days	An expanded site with additional pages, improved user experience, conversion-focused design and stronger visual storytelling.	Quoted by scope
Tier Three — Enterprise Timeline: 60 days	A fully custom experience with advanced animations, interactive elements and premium development designed to differentiate your brand.	Quoted by scope

Visibility System Bundle

All five platform optimizations, plus a unified content strategy, concierge implementation, performance tracking, data-driven optimization and 30 days of ongoing support. Website build quoted separately.

\$20,000

Complete À La Carte Pricing

Every module, priced individually. Mix across systems if that is what your business actually needs — or take a bundle and let us manage the rollout.

IDENTITY BLUEPRINT	INVESTMENT
Buyer DNA	\$597
Market Position	\$597
Signature Offer	\$597
Client Filter	\$597
Authority Pillars	\$597
Voice Framework	\$597
Visual Identity System	\$1,597
Identity Blueprint Bundle	\$6,500

VISIBILITY SYSTEM	INVESTMENT
Facebook Optimization	\$1,000
Instagram Optimization	\$2,000
LinkedIn Optimization	\$2,000
TikTok Optimization	\$2,000
YouTube Optimization	\$4,000
Website Experience	Scoped
Visibility System Bundle	\$20,000

REVENUE SYSTEM	INVESTMENT
Buyer DNA	\$597
Signature Offer	\$597
Acquisition Engine	\$597
Conversion Blueprint	\$2,000
Sales Toolkit	\$3,000
Closing Framework	\$1,000
Client Gateway	\$1,500
CRM Foundation	\$1,000
Nurture Engine	\$1,500
Revenue System Bundle	\$16,500

CORE SERVICES — HOURLY	INVESTMENT
Business Analysis & PMO Support	\$175 / hr
Project Management	\$250 / hr
Operations, Process & PMO	\$275 / hr
Program Management	\$350 / hr
Strategy & Executive Advisory	\$400 / hr

The Complete Build — all three systems

Identity, Revenue and Visibility run back-to-back over 90 days, in the order that compounds. Best value against the three systems purchased separately.

\$38,500

A note on bundles. Bundle pricing is not the sum of the modules. It covers the managed rollout — sequencing, concierge support, an implementation roadmap and 30 days of accountability — which is what makes the pieces work as one system rather than seven separate deliverables.



"The Voice of Reason, Realism, and Evolutionary Ideas"

1441 Broadway, 3rd Floor, New York City, NY 10018 | 917-765-2296

Customized Engagements

Looking for something more specific? Book a consultation. We'll scope your actual constraint — capacity, capability or infrastructure — and build a package around exactly what your business needs and what your budget allows. Blended engagements that pair embedded staff with a fixed-scope build are quoted the same way.

Contact Us for Scoping

www.vorreiconsulting.com

Social & Contact

▪ Email	Info@vorreiconsulting.com
▪ Instagram	@vorreiconsulting
▪ Youtube	YouTube.com/@vorreiconsulting
▪ LinkedIn	linkedin.com/company/vorrei-consulting-llc
▪ Website	www.vorreiconsulting.com
▪ Phone	917-765-2296 860-249-1860

"The Voice of Reason, Realism, and Evolutionary Ideas"





"The Voice of Reason, Realism, and Evolutionary Ideas"

1441 Broadway, 3rd Floor, New York City, NY 10018 | 917-765-2296

TERMS, CONDITIONS & DISCLAIMER

These terms apply to all Core Services engagements, Growth Studio packages, à la carte modules, custom packages and any other services offered by Vorrei Consulting, LLC. By engaging Vorrei Consulting and executing a Statement of Work (SOW), the client agrees to be bound by the terms below.

1. Pricing & Scope of Services

All figures shown reflect the base investment for each service, package or module. Hourly rates apply to Core Services engagements and are quoted by role. Pricing may be adjusted based on the specific scope, complexity, staffing mix or duration mutually agreed in the executed SOW. Any change to scope after the SOW is executed may result in additional fees, communicated and approved by the client in writing before implementation.

2. Core Services, Staffing & Hourly Engagements

Core Services are delivered by Vorrei personnel or approved subcontractors acting as an extension of the client's team. Vorrei retains the right to determine and substitute staffing provided equivalent seniority and capability are maintained. Hourly work is billed in quarter-hour increments against an approved scope, with a 20-hour minimum engagement. Retained monthly blocks are invoiced in advance, carry a three-month minimum term, and unused hours roll forward one month only. Vorrei personnel remain employees or contractors of Vorrei Consulting, LLC and do not become employees of the client.

3. Client Responsibilities

Vorrei's embedded and done-for-you models depend on timely client participation. The client agrees to name an internal owner empowered to make decisions; provide reasonable access to accounts, systems, tools and documentation; attend scheduled sessions; supply required inputs and feedback; and make timely decisions and approvals. Delays in these items may extend timelines and are not the responsibility of Vorrei Consulting.

4. Travel & On-Site Expenses

Fees do not include travel or on-site production expenses. Where Vorrei personnel are required to travel to a client location, all reasonable, pre-approved travel costs (airfare, ground transport, lodging, meals and applicable production or equipment costs) are the client's responsibility and will be disclosed and agreed in writing before travel is arranged.

5. Statement of Work (SOW)

All services are governed by a fully executed SOW detailing deliverables, timelines, staffing, payment schedule and any additional terms. If any conflict arises between this document and the executed SOW, the SOW governs and controls.

6. Payment Terms

Deposit requirements and billing schedules are outlined in the applicable SOW. Fixed-scope packages and bundled systems require a 25% deposit to reserve the engagement. Fixed-fee projects are typically 30% on signature with the balance against milestones. Hourly engagements are invoiced monthly in arrears; retained blocks are invoiced monthly in advance. Vorrei Consulting reserves the right to pause or suspend services for non-payment or outstanding balances beyond the agreed terms.

7. Confidentiality & Non-Solicitation

Both parties agree to maintain the confidentiality of any proprietary, sensitive or non-public information shared during the engagement. This obligation survives termination or expiration of the agreement. During the engagement and for twelve months thereafter, the client agrees not to directly solicit or hire Vorrei personnel assigned to the engagement without written agreement.

8. Limitation of Liability

Vorrei Consulting, LLC shall not be liable for any indirect, incidental, consequential or punitive damages arising from the services. Total liability for any claim shall not exceed the total fees paid by the client for the specific service giving rise to the claim.

9. Governing Law

This agreement is governed by the laws of the State of New York, without regard to its conflict-of-law provisions. Disputes shall be subject to the exclusive jurisdiction of the courts located in New York County, New York.

By signing a Statement of Work with Vorrei Consulting, LLC, the client acknowledges they have read, understood and agreed to all terms herein and within the executed SOW. Vorrei Consulting reserves the right to update these terms; updates will be communicated in writing prior to taking effect.