



FIREWERKS

SALES ASSETS FOR THE  MOMENTS THAT DECIDE

Valuable Work
Does Not Sell Itself

That's the truth no one warns you about when you build something excellent. FireWerks exists to close the gap between the value you create — and the revenue it deserves.

**The gap is rarely
your effort. It is
rarely your skill.
It is almost always
clarity, story, and
proof.**

You've invested years becoming excellent. The gap is not what you can do — it's what the market can currently see, trust, and act on.

FireWerks Sales Asset Studio



↓ 01

The founder

Genuinely excellent
& still losing deals
to less-capable
competitors with
sharper materials

↓ 02

Sales Teams

Improvising
brilliant sales
conversations with
mediocre tools,
against teams
whose materials
persuaded first

↓ 03

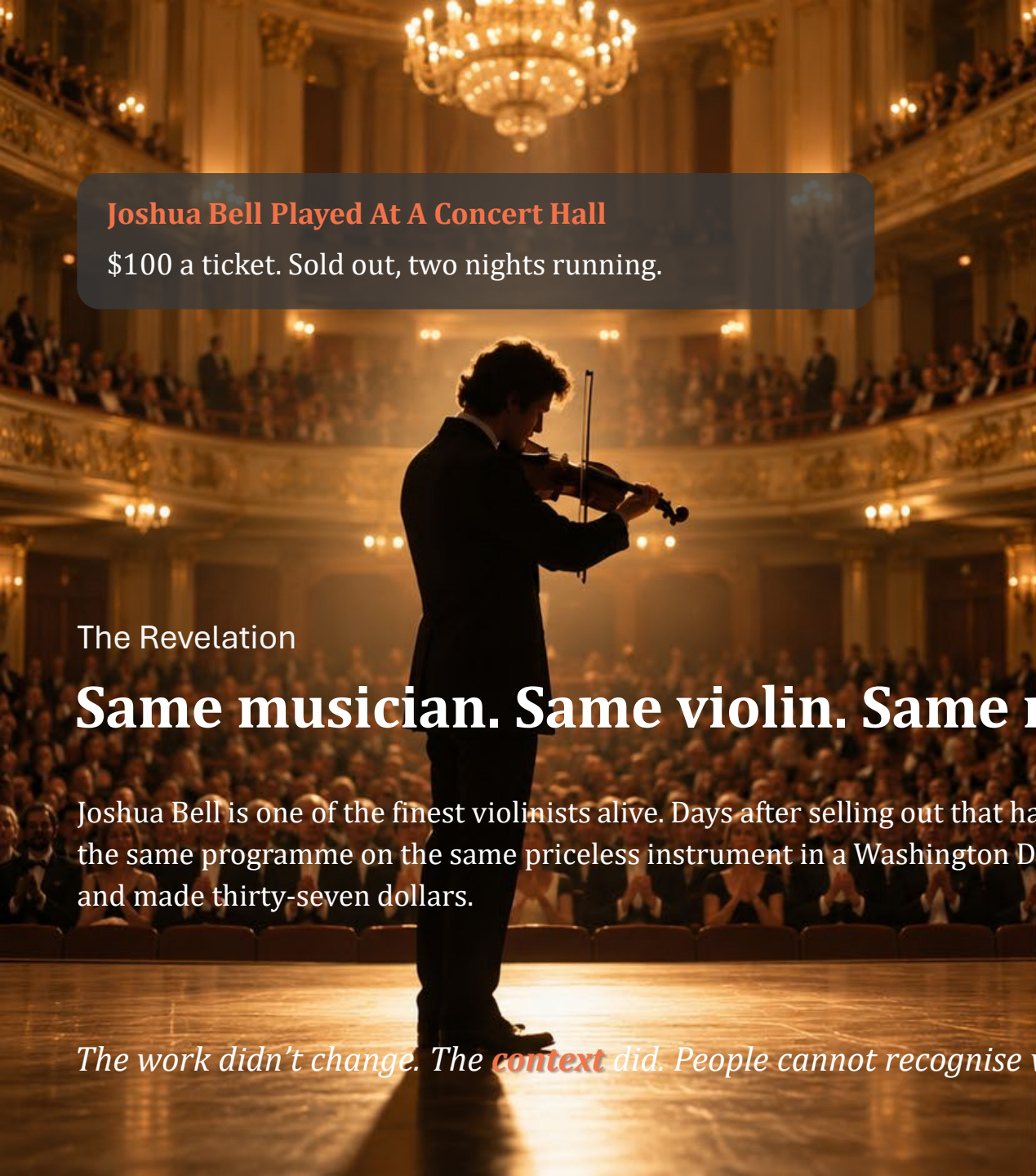
The pitch

that failed not
because the
opportunity was
weak, but because
the story wasn't
ready in the room

↓ 04

The campaign

that performed on
every content
metric — and
never quite turned
into revenue

A photograph of violinist Joshua Bell performing in a grand, ornate concert hall. He is silhouetted against the warm, golden light of the stage. The audience is visible in the background, seated in tiered rows. A large chandelier hangs from the ceiling.

Joshua Bell Played At A Concert Hall

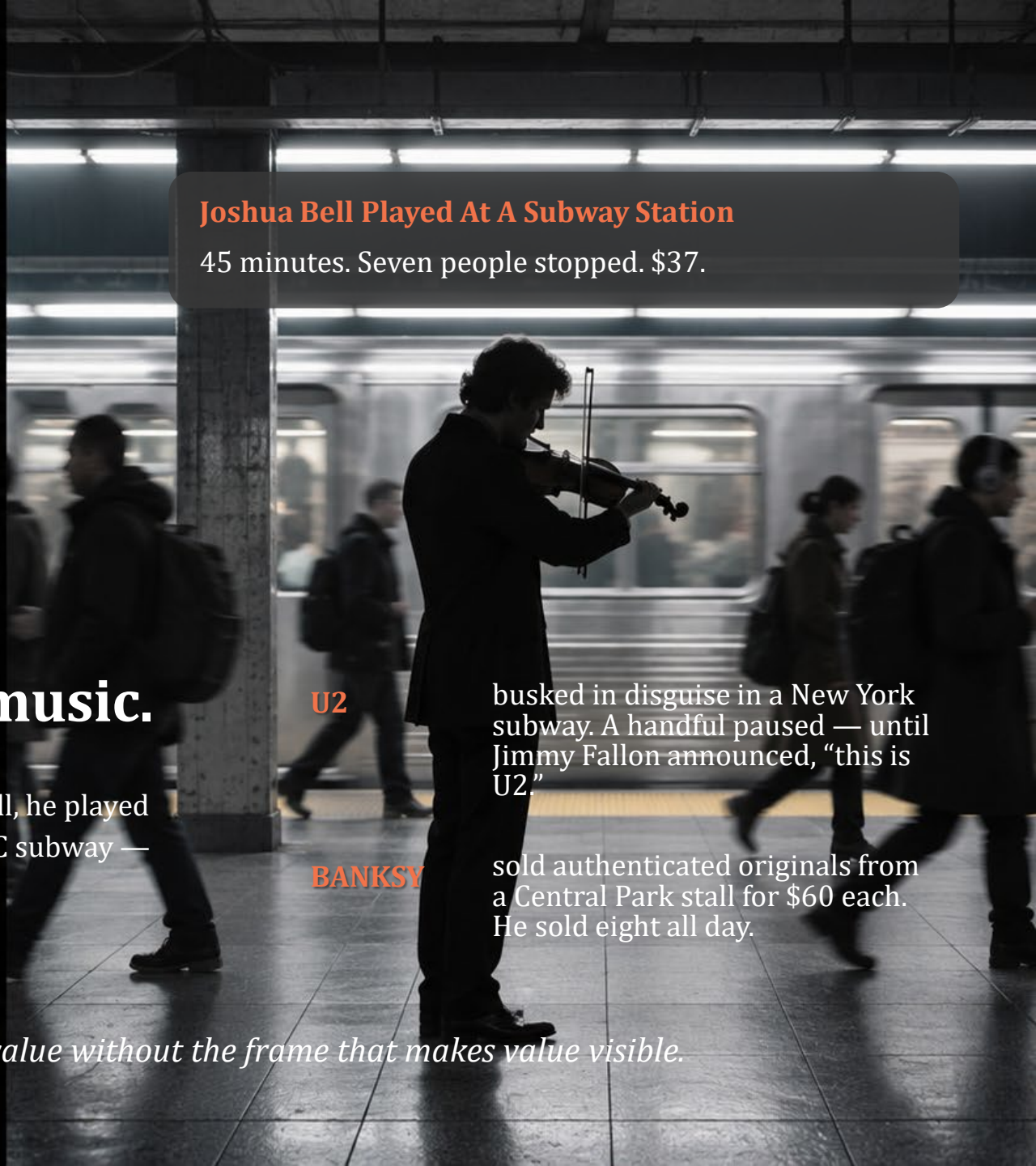
\$100 a ticket. Sold out, two nights running.

The Revelation

Same musician. Same violin. Same music.

Joshua Bell is one of the finest violinists alive. Days after selling out that hall, he played the same programme on the same priceless instrument in a Washington DC subway — and made thirty-seven dollars.

*The work didn't change. The **context** did. People cannot recognise value without the frame that makes value visible.*

A photograph of the same violinist, Joshua Bell, performing in a subway station. He is silhouetted against the bright, cool light of the station. People are walking past him, some looking at him, others not. A subway train is visible in the background.

Joshua Bell Played At A Subway Station

45 minutes. Seven people stopped. \$37.

U2

busked in disguise in a New York subway. A handful paused — until Jimmy Fallon announced, “this is U2.”

BANKSY

sold authenticated originals from a Central Park stall for \$60 each. He sold eight all day.

We learned this the hard way

We didn't learn this from a textbook. We learned it from a solid campaign that worked — and sold nothing.

We put genuinely brilliant Scrum trainers on video. Real expertise, beautifully produced. The metrics soared. Some students even said: "I've been watching your videos — that's why I booked."

It didn't convert into the revenue those trainers needed to sustain their business.



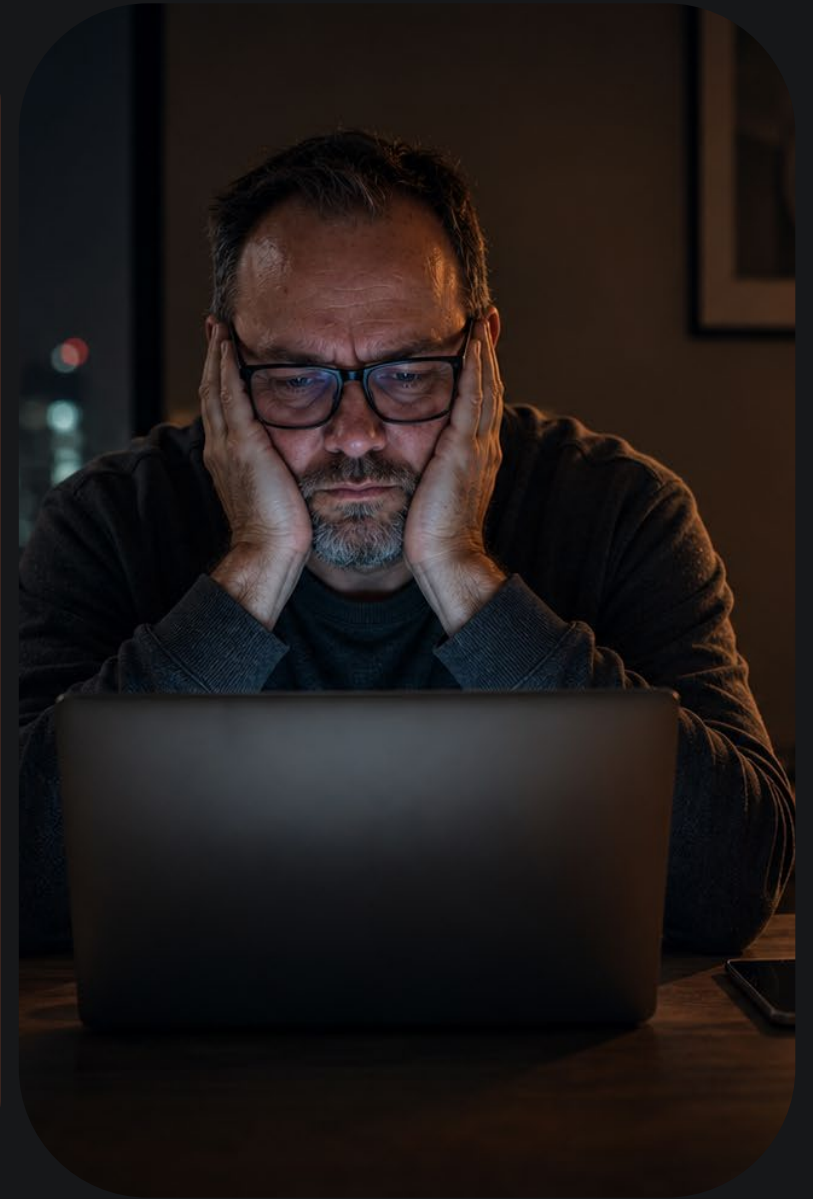
↑ 01

What it taught us

Educational content answers the buyer's question so well they no longer need to buy.

A sales asset does a different job — it creates the conditions for yes.

That failure is our founding story — the scar tissue that makes every FireWerks engagement commercially intelligent rather than creatively self-indulgent.



The Big Idea

Not a marketing agency. Not a design shop. Not a content studio.
A **sales asset studio**.

A marketing agency

Builds for audiences
and optimises for reach, awareness and engagement.

A FireWerks Asset

Is built for the buyer
and optimised for one thing: moving them
closer to yes

✕ *Every deck has a job. Every video has a job. Every landing page, every proposal, every word — has a job. The job is always the same: help the buyer move closer to yes.*

The FireWerks Method

Most studios start with what you want it to look like. We start with what your buyer needs to believe.

01

What outcome do you want this asset to create — what decision, from whom?

02

What would you need to be known for in order for that outcome to happen?

03

What would you have to do, and build, to become known for that?

04

What do you need to clarify in order to do those things consistently?

YES



These four questions reveal the commercial truth beneath the creative request. They are why we build assets that work — and why our clients come back.

The FireWerks Moat

**A persuasive sales
asset isn't one skill.
It's six —
and they usually
live in six people
who never speak to
each other.**

*Not a breadth advantage. A coherence advantage —
one partner, one brief, one commercial foundation, so
the argument never weakens from strategy to slide to
spoken word.*



▶ **01**

Commercial
Strategy

*Diagnoses the
problem*

▶ **02**

Sales Story
Craft

*Builds the beliefs
that lead to 'yes'*

▶ **03**

Visual
Persuasion

*Directs the eye,
signals credibility*

One Commercial Argument ▶

YES

▶ **04**

Conversion
Copywriting

*Makes every word
earn its place*

▶ **05**

Photography
and Video

*Makes a compelling
argument human*

▶ **06**

Coaching &
Training

*So you deploy with
authority*

There are many ways to spend a marketing budget. Most of them aren't built to win the decision.

THE ALTERNATIVE	WHAT THEY OPTIMISE FOR	WHAT THEY MISS
Marketing agency	Awareness, reach, engagement	The buyer in the room, and the objection killing the deal
Freelance designer	A nicer-looking version of your work	The strategy, story and proof beneath it
Copywriter	Words	Sales story craft, the visual argument, the video proof, the sales coaching
Social media agency	Followers and engagement	The deal — 65% of marketing content sales teams never use
Video company	Beautiful footage	Which video to make, and what it must achieve
FireWerks	The decision itself	Nothing — strategy, story, design, copy, video and coaching, from one brief

Agencies build for audiences. FireWerks builds for buyers. That single difference is the whole business.

↑ 01

Cannes Festival

A start-up beat an industry giant and won major international titles — including the Paddington remake. In 72 hours.

↓ 02

ShowMax

18 months of presentations behind the board greenlight and launch of a Netflix competitor.

↓ 03

Ebotse

R800m property development approved across three veto-holding stakeholder groups.

↓ 04

NowaTech

A brand built from nothing on R250 a day, evolved into an exclusive rights acquisition within twelve months.

↓ 05

Pirtek Africa

An experimental recruitment model inverted — African distributor won for under R5,000.

↑ 06

M-Net Edge

A channel the numbers alone could not justify — approved by the Naspers board on the strength of the vision and story.

The Proof

We don't ask you to trust us. We show you what the work has already done.

"He's a strategic partner, not just a service provider. I recommend him without hesitation." – John McFadyen



PROOF 01 • BLUE REIGN

**A start-up. Six slides.
A household-name
competitor. And 72
hours to fix it.**



↑ **01**

The Deck They Had

6 slides of company overview. Walking into a room filled with producers who only cared what Blue Reign would do for them.

↓ **02**

Result 1

Multiple major international titles won within a week — including the Paddington Bear remake

↓ **03**

Result 2

Repositioned from hopeful local distributor to credible industry heavyweight

↓ **04**

Result 3

The same deck won further rights across multiple later acquisition drives

↓ **05**

Key Lesson

A strong competitor with a weaker argument can lose to a start-up with a stronger argument

↑ **06**

The Deck We Built

A commercial argument for exclusive distributor rights in Sub-Saharan Africa. Rebuilt from a hotel room in Edinburgh, from the producer's evaluation criteria backwards.



PROOF 02 • NowaTech

No installers. No distributors. No proof. R250 a day. Acquired within twelve months.

↑ 01

The Challenges

It had to be built quietly — without disturbing existing supply partnerships or revealing confidential product specifications and factory locations.

↓ 02

Result 1

Installer enquiries increased from 1 per month to 20 per week, building a national installer network of 44 installers in SA

↓ 03

Result 2

Enquiries from distributors increased from 1 per quarter to 10 per week leading to 8 national distributors in SA

↓ 04

Result 3

Consumer enquiries increased from 2 a month to 40+ per week, peaking at 27 enquiries per day.

↓ 05

Key Lesson

The budget is rarely the problem, nor are the constraints around the brand; the commercial argument is

↑ 06

R250 per day

3 buyer groups built at the same time, acquired within twelve months by a strategic partner who wanted exclusive rights to the product and brand.



PROOF 03 • Pirtek

**One 30-second asset
changed how an
entire company
recruits distributors
— for under R5,000.**

↑ **01**

The Old Model

Invest heavily in sales reps to travel through Africa, generate potential leads, and attempt to build relationships that lead to a new distributor or franchise.

↓ **02**

Result 1

3 solid applications from potential distributors in Africa within 24 hours of the campaign going live

↓ **03**

Result 2

15 well qualified distributor applications received within 7 days of the campaign going live

↓ **04**

Result 3

A well-qualified distributor selected and appointed for the Africa region we targeted within 4 weeks.

↓ **05**

Key Lesson

Sometimes, it can work the other way around. Attract well qualified potential distributors rather than persuade them

↑ **06**

The Inverted Model

The right distributors apply for an opportunity: pre-qualified, pre motivated and ready to be evaluated as a potential partner rather than having to be sold

This is probably you

Four commercial situations. One studio built for all of them.

01

"I'm genuinely good at this — and still losing to people who aren't, because their materials are better."

From invisible expert to visible authority.

02

"I'm accountable for a number my team can't hit with the materials they've been given."

From improvised selling to assets that persuade before anyone speaks.

03

"One room. One date. So much rests on the outcome of that pitch that I can't afford to get it wrong."

From a pitch that reflects your prep to one that reflects the opportunity.

04

"I know a campaign should work — I'm not sure why the results never match the investment."

From scattered activity to a system that proves its own return.



Different situations, different emotional weight, different assets — one commercial discipline underneath all four.



↑ 01

Commercially confident

The founder once quietly ashamed of their materials now presents with pride.

"Daryn helped us see and position the business through a new lens... the process was incredibly well considered."

- Steven Marriott: Respublica

↓ 02

Professionally Validated

The gap between how good the work is and how it's represented finally closes.

↓ 03

Commercially Understood

The consistent experience of being genuinely understood, from the first conversation.

↓ 04

Commercially Capable

The team that relied on star performers now has assets that level the floor.

"Just as importantly, he's an exceptional listener and coach—more like a trusted friend—while staying absolutely trustworthy, professional, and dependable."

- Ralph Jocham

The Transformation

Our clients don't just get better assets. They get a different relationship with their own commercial confidence.



We change the emotional register of selling — from apologetic and uncertain to confident and prepared.



How To Start

One studio. Six entry points. The right one depends on where you are.

Not sure which one? Start with the Audit. It tells you exactly where to begin — so every Rand after it is invested in exactly the right place.

↑ **01**

Sales Asset Audit

When something isn't working and you need to know what, before investing in anything new. Start here if unsure.

↓ **02**

Pitch Decks

When a high-stakes conversation is coming and you need to win the room

↓ **03**

On-demand

When you already know the one asset holding you back and you need it fast

↓ **04**

Asset Sprint

When urgency is real and something needs to sell now — 48 to 72 hours from concept to delivery.

↓ **05**

Asset Bundle

When you're going to market and need the full commercial foundation first

↑ **06**

Sales Asset Retainer

When you're ready for a partner who compounds your story over time



The Compounding Advantage

A one-off project solves today's problem.

A compounding system changes your trajectory.

↑ **01**

Most businesses watch their commercial story slowly erode.

A retainer doesn't let that happen — it's the only model that compounds, and compounding is how commercial momentum is built.

Every engagement is built to produce proof you didn't have before.

↓ **02**

Every proof asset makes the next sale easier — less to explain, more to point to.

Traction first.
Momentum follows.

Sales assets that your team will actually use to generate more leads, close more deals, and win more referrals.

↓ **03**

Every cycle the story sharpens, the proof strengthens, and the path to yes gets shorter.

Every cycle works every bit as hard as you do to help move potential buyers to 'Yes'

Less 'goals', more reliable systems that convert sales conversations into customers.

Sales Asset Audit

the diagnostic — where your story is breaking down

From **R2,500**

Sales & Pitch Deck

when you need to win a specific room

From **R4,950**

Sales Asset Sprint

48–72 hour focused build around one objective

From **R7,500**

Sales Asset Bundle

the full launch-ready commercial foundation

From **R14,950**

Sales Asset Retainer

ongoing partnership · 3-month minimum

From **R6,500** p/m

On-Demand Asset

Priced per asset and turnaround time

From **R1,490**

Compare the investment not to a production quote — but to the value of what isn't selling. The most expensive line item is always the revenue your work is currently leaving on the table.

FIREWERKS

SALES ASSETS FOR THE  MOMENTS THAT DECIDE

**Priced to get
the work in
the room and
prove it —
accessible to
start, built to
compound.**

The Reframe

The real risk isn't investing in the sales assets. It's continuing to let valuable work go unrecognised.

www.fireworksstudio.com

The Investment

Known. Bounded. Recoverable.

And the Sales Asset Audit makes the first step almost risk-free.

The Cost Of The Gap

Silent. Ongoing. Compounding.

Every month the work doesn't sell is a month you don't get back.



We don't ask you to take a leap of faith. We ask you to look at the rooms we've already won — and decide whether your value should finally be as visible as it is real.

The Other Side Of The Gap

Imagine the gap closed — your work bought as readily as it deserves to be.

01

The deck makes the buyer lean forward. The proposal converts on its own merits.

02

The pitch reflects the size of the opportunity. The campaign proves its own return.

03

The team sells from one strong story instead of improvising.

04

And you stop relying on the quality of your work to speak for itself — because now it has a voice.

YES

✖ *That is what we build. Not marketing. The commercial frame that makes your value impossible to overlook.*



Next Step

Valuable work does not sell itself. Let's close the gap.

www.firewerksstudio.com

A short, honest conversation

Tell us what you're trying to sell, who needs to say yes, and what's getting in the way. We'll tell you straight which starting point makes the most commercial sense.

Bring one of these to the call

The deal you keep losing
The pitch you can't afford to get wrong
The campaign that never quite converts
Insight into the rooms you want to win

✂️ *Make your value easier to buy. Start winning the rooms & opportunities you **know** you belong in.*

Innovation
for a Brighter
Tomorrow

Smarter Solutions
for a More Sustainable World



A Healthier

IDEAS
PEOPLE
TECHNOLOGY
A BRIGHTER
TOMORROW

From
Possibility
to Progress

FIREWERKS

SALES ASSETS FOR THE



MOMENTS THAT DECIDE