

FOR ADVISORS / AGENCIES / BUSINESS NETWORKS

# A useful connection for your clients.

Crafted Tools designs and builds software around the way a business works, connecting information, workflows, and customer experiences.

## **When to introduce Crafted Tools**

A client needs a clearer client workspace, product catalog, knowledge base, or operational workflow. Their tools are fragmented, or a new business needs a coherent working foundation.

## **Who the work can suit**

Founders, small business owners, creative businesses, and organizations with a specific information or workflow problem. The need should be concrete enough to discuss with the people doing the work.

## **Different ways to begin**

### **An existing application**

A purpose-built tool for a particular field or task. The application defines its own access and commercial terms.

### **A defined shop offer**

Reviews, resources, and configured systems with published scopes and prices.

### **A custom engagement**

A focused system or Business Build when connected capabilities need to be designed around the business.

[info@craftedtools.app](mailto:info@craftedtools.app)

## MAKING THE INTRODUCTION

# Describe the need, then connect.

An introduction is most useful when it explains the work the business wants to make possible.

**Include a little context**

The business, the person responsible, the difficult workflow, and the desired result. Add timing and any known integration requirements.

**Obtain permission to connect**

Confirm that the client wants an introduction and agrees to share the relevant contact details and business context.

**Let the scope follow the discussion**

Crafted Tools can assess the fit and recommend a route. Pricing, deliverables, responsibilities, and support are established for the selected offer or engagement.

**Collaboration terms**

Referral fees, commissions, co-selling, delivery responsibilities, and any ongoing partnership are agreed separately in writing. This brief does not establish a paid referral arrangement.

**Introduce the business or discuss a collaboration**

info@craftedtools.app