



## ASG Board Deal-Spotting & Messaging Guide

*Who to introduce. What to listen for. How to frame ASG.*

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### How to Use This

You do **not** need to pitch ASG.

If you hear the cues below, make the introduction. We'll take it from there.

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You Hear This	Who It Is	How to Frame the Intro
<i>"We're overpaying on leases." "Capex is under pressure."</i>	CFO	ASG helps CFOs regain control of occupancy costs and capital allocation by aligning lease strategy, store performance, and execution into one view.
<i>"We need to rethink the store fleet." "Closures alone won't fix this."</i>	CEO (Legacy Retail)	ASG helps legacy retail CEOs modernize and right-size store portfolios in a way that protects the brand and improves profitability.
<i>"Landlords have too much leverage." "We're struggling to get the right sites."</i>	VP Real Estate	ASG helps VPs of Real Estate secure better locations, negotiate smarter leases, and optimize portfolios with real execution behind the strategy.
<i>"Buildouts are too expensive or too slow." "Every store feels custom."</i>	VP Construction / Store Development	ASG brings order to store development—faster openings, tighter budgets, and consistent execution across the fleet.
<i>"Our stores don't reflect where the brand is going." "The experience isn't consistent."</i>	CMO / Brand Leader	Chute Gerdeman helps CMOs turn stores into brand experiences that actually perform—connecting design, customer behavior, and commercial outcomes.
<i>"Design keeps getting watered down." "The prototype doesn't scale."</i>	Head of Design / Experience	Chute Gerdeman designs scalable retail experiences that survive real-world execution—protecting design intent while making it buildable and repeatable.

## 1. CFO – Financial Control & Risk

### What they're worried about

- Rising occupancy costs
- CapEx ROI under scrutiny
- Lease exposure as a balance-sheet risk
- Stores underperforming financially

### What they say

- “We're overpaying on leases.”
- “CapEx ROI is under pressure.”
- “We don't have clear visibility into the portfolio.”
- “Some stores aren't pulling their weight.”

### How to frame ASG

*ASG helps CFOs regain control of occupancy costs and capital allocation by aligning lease strategy, store performance, and execution into one view.*

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## 2. CEO – Legacy Retail Brand

### What they're worried about

- Modernizing stores without signaling decline
- Balancing growth, cost pressure, and brand relevance
- Explaining store strategy to investors and the board

### What they say

- “We need to rethink the store fleet.”
- “Closures alone won't fix this.”
- “Our stores need to work harder.”
- “How do we modernize without blowing up the model?”

### How to frame ASG

*ASG helps legacy retail CEOs modernize and right-size store portfolios in a way that protects the brand and improves profitability.*

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### 3. VP of Real Estate – Growth & Deal Execution

#### What they're worried about

- Securing the right locations ahead of competitors
- Negotiating against landlords with limited leverage
- CFO pushback on expansion and remodels
- Underperforming locations dragging the portfolio

#### What they say

- “Landlords have too much leverage.”
- “We're struggling to get the right sites.”
- “Some stores need to be relocated or resized.”
- “We need better market intelligence.”

#### How to frame ASG

*ASG helps VPs of Real Estate secure better locations, negotiate smarter leases, and optimize portfolios with real execution behind the strategy.*

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### 4. VP of Construction & Store Development – Execution

#### What they're worried about

- Stores opening late or over budget
- Inconsistent contractors across markets
- Permitting delays and cost surprises
- CFO scrutiny on buildout spend

#### What they say

- “Buildouts are getting too expensive.”
- “We're behind schedule.”
- “Every store feels custom.”
- “We don't have consistent vendors.”

#### How to frame ASG

*ASG brings order to store development—faster openings, tighter budgets, and consistent execution across the fleet.*

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## 5. CMO / Chief Brand Officer / Head of Experience

### What they're worried about

- Stores feel dated, inconsistent, or disconnected from the brand
- Physical retail isn't driving enough engagement or conversion
- Omnichannel storytelling breaks down in-store
- Store design is expensive but not clearly performing
- Internal teams and external agencies aren't aligned

### What they say

- "Our stores don't reflect where the brand is going."
- "The experience isn't consistent across locations."
- "We're investing in stores, but I can't tell if it's working."
- "Digital has evolved faster than physical."
- "We need to refresh without starting over."

### How to frame Chute Gerdeman

*Chute Gerdeman helps CMOs turn stores into brand experiences that actually perform—connecting design, customer behavior, and commercial outcomes.*

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### Where Chute Gerdeman Is Most Valuable

- Brand refreshes and prototype evolution
  - Experience-led remodel programs
  - DTC brands entering physical retail
  - Legacy brands modernizing fleets
  - Flagships that need to set the standard
  - Rollouts where consistency matters
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### What We'll Give Them

- A clear point of view on the brand's physical future
- A prototype that balances experience, cost, and scale
- A partner who understands design and delivery

## Simple Rules

If you hear:

- “Our leases are a mess”
- “Our stores aren’t performing”
- “Expansion feels chaotic”
- “Buildouts are too slow or too expensive”

> Introduce ASG.

If you hear:

- “Our stores feel tired.”
- “The experience doesn’t match the brand.”
- “Design and execution aren’t aligned.”
- “We need something scalable, not just beautiful.”

> Introduce Chute Gerdeman.

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## What We’ll Give You

A short, forwardable one-pager explaining:

- Who ASG is
- What we solve
- Why the introduction matters