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# COMPANY PRIORITIES.



## MARKET PRESENCE.

Achieving market presence is currently challenging without a marketing function. Provide digital communications & media training to achieve consistent sales market presence.



## TEAM ALIGNMENT.

Team alignment is challenging due to staff location and limited collaboration opportunities. Provide staff social engagement training and implement incentive program to improve team transparency and cohesion.



## CHANNEL RELATIONSHIPS.

Developing relationships with commercial end users and integration partners is challenging due to distribution structure. Provide targeted relationships training with strategic insight objective to be generated.



## MARKET INSIGHTS.

Market insights are problematic due to lack of end user relationships. Deploy training against insight objectives to present as targeted resource report for partner network.



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# WHAT SUCCESS LOOKS LIKE.



## MARKET PRESENCE.

Team members will understand and be pro-actively deploying digital communications training to communicate to the market consistently and coherently.



## TEAM ALIGNMENT.

Team members will be actively engaging with one another's content, discussing resonant messaging and gathering market feedback to be presented at sales meeting. Aligned through incentive program.



## CHANNEL RELATIONSHIPS.

Each team member will be establishing and developing direct relationships with targeted end users and identified channel partners in their territory.



## MARKET INSIGHTS.

Each team member will have pro-actively engaged in developing and executing market insight interviews in alignment with channel relationship goals. Information will be collated for presentation to partner channel in Phase 2.



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