

GOALS Kick Off + Vested 360 Agenda

Agenda

- 1:00 - 1:10 pm: **Group gathers**
- 1:10 - 1:25 pm: **Introductions**
- Goals and rules for the day
 - Points of communication
 - Slack
- 1:25 - 1:55 pm: **Objective Setting: Sales & Marketing Goals**
- What are the top 2-3 sales and marketing goals in the next year?
- 1:55 - 2:40 pm: **Audience Mapping: Identify Target Market**
- Who are we selling to?
- 2:40 - 2:50 pm: **Constituents**
- 1:50 - 2:50 pm: **Issues**
- What are the main obstacles to achieving your sales and marketing goals?
- 2:50 - 3:50 pm: **Perception Analysis: Current vs. Desired Perception**
- How are you currently perceived by your key audiences? And how do you want to be perceived?
- 4:15 - 4:45 pm: **Key Differentiators**
- What makes you different from competitors? And can you prove it?
- 3:50 - 4:15 pm: **Ideas**
- 4:45 - 5:00 pm: **Wrap Up and Next Steps**