

Client

VESTED 360 WORKSHOP





AGENDA - UPDATE WITH CORRECT TIMES

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12:00 - 12:10 pm:

Group gathers

12:10 - 12:25 pm:

Introductions

- Goals and rules for the day

12:25 - 12:55 pm:

Objective Setting: Sales & Marketing Goals

- What are the top 2-3 sales and marketing goals in the next year?

12:55 - 1:40 pm:

Audience Mapping: Identify Target Market

- Who are we selling to?

1:40 - 1:50 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?

3:50 - 4:15 pm:

Ideas

4:15 - 4:45 pm:

Key Differentiators

- What makes you different from competitors? And can you prove it?

4:45 - 5:00 pm:

Wrap Up and Next Steps

RULES FOR THE DAY

STRICT TIME-KEEPING

NO CROSS-TALK

DEVICE USAGE TO A MINIMUM

STAY ENERGIZED (CAFFEINATED)

NO COPYWRITING BY COMMITTEE

IDEATE



SALES & MARKETING GOALS



What are your top 2-3 sales and marketing goals in the next 12 months?

AUDIENCE MAPPING

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REGIONS



INSTITUTIONS



INDIVIDUALS

OVERCOMING SALES OBSTACLES

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	Clients	Prospects	Media	XYZ			
ISSUES							
IDEAS							

OVERCOMING SALES OBSTACLES

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	Clients	Prospects	Media	XYZ			
CURRENT PERCEPTION							
DESIRED PERCEPTION							



KEY DIFFERENTIATORS

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WHAT MAKES YOU DIFFERENT?	PROVE IT

NEXT STEPS



- Vested360 Messaging
 - Distillation of discussion and discovery
 - Development of messaging
 - Plan and communications recommendations
- Any additional ideas? E-mail us!



QUESTIONS?
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