### Client Name Vested 360 Workshop







#### Agenda

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



#### Issues for the Day

STRICT TIME-KEEPING NO CROSS-TALK DEVICE USAGE TO A MINIMUM STAY ENERGIZED (CAFFEINATED) NO COPYWRITING BY COMMITTEE IDEATE

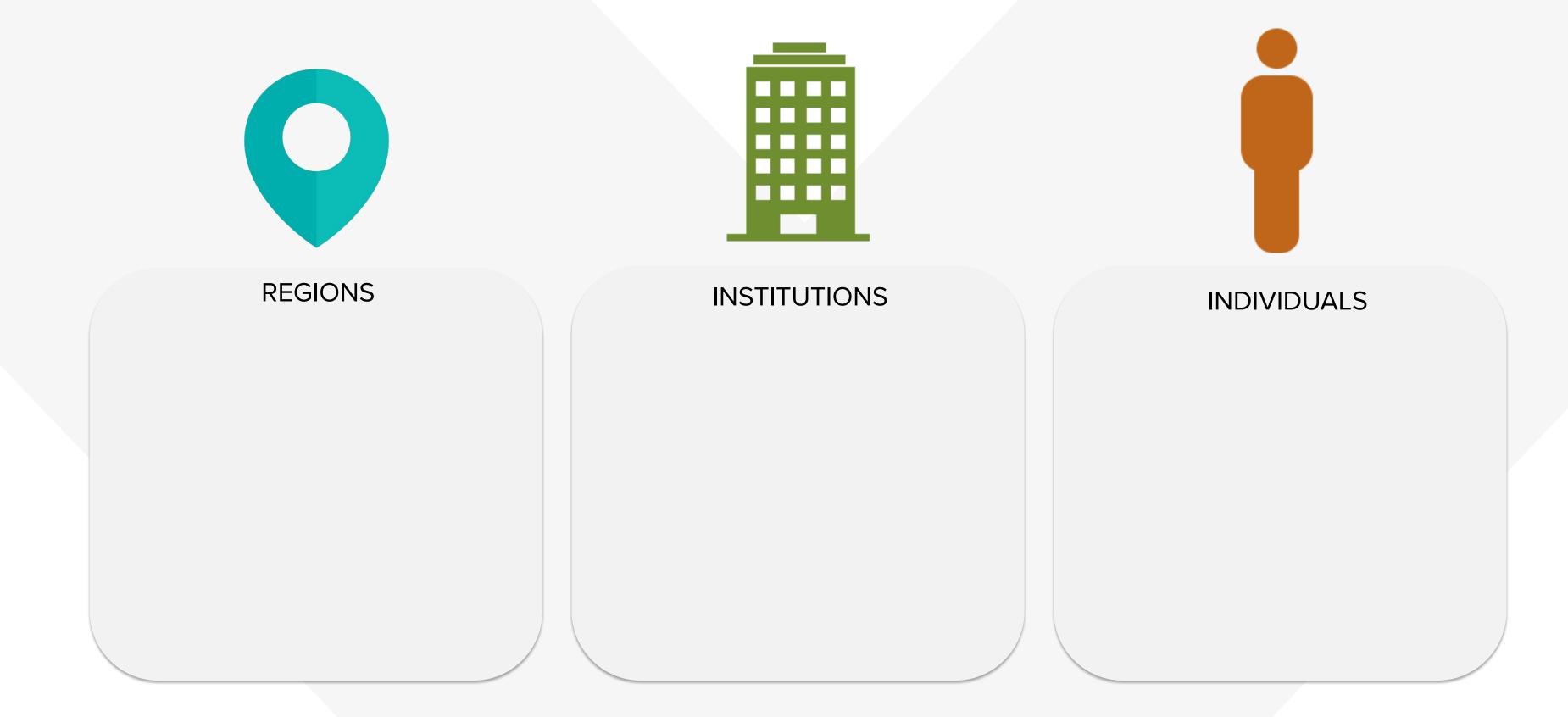


#### Sales & Marketing Goals

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



## Audience Mapping





# Overcoming Sales Obstacles

	Clients	Prospects	Media	XYZ			
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# Overcoming Sales Obstacles

	Clients	Prospects	Media	XYZ	
Current Perception					
Desired Perception					



# Key Differentiators

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?

client@fullyvested.com



