

# SageCircle Insights

## Build a Dialogue Habit

Are you guilty of monologuing and death by PowerPoint?

One of the top annoyances of IT industry analysts are vendors who during a briefing are talking **at** the analysts instead of having a conversation **with** the analysts. One of the easiest ways to improve the effectiveness of briefings is dumping the 64-slide, 153-build PowerPoint presentation and engage in a real, honest and candid dialogue.



Through training and advisory, SageCircle strategists can help spokespeople and AR teams develop the habits that make every analyst interaction a win-win for both sides.

Research...Experience...Insights...Training...Advisory

For more information e-mail [info@sagecircle.com](mailto:info@sagecircle.com) or call 650-274-8309



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