

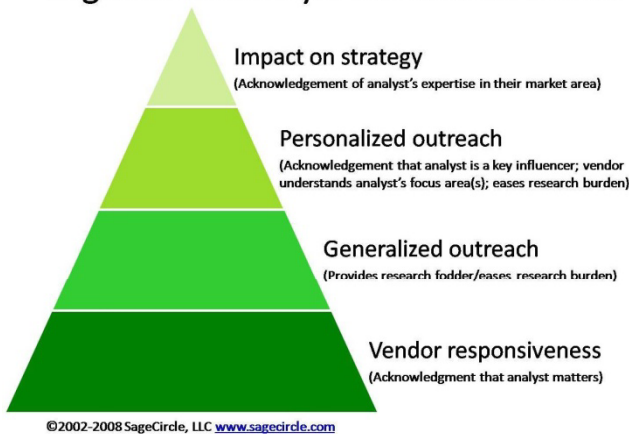
SageCircle's Executive Briefings Analyst Landscape and Impact

A Changing Landscape with Many Myths

Understanding the analysts is critical for an effective and strategic AR program

SageCircle research shows the influence and impact the communications and IT industry analysts have on customer purchases. However, they are not well understood by vendor executives. This Executive Briefing explains the importance of the analysts, the impact they have on revenues, and discusses the issues needed to make strategic decisions about your AR program.

SageCircle's Analyst Hierarchy of Needs



Actionable & Succinct

SageCircle's Executive Briefings are developed to provide practical, actionable best practices in a short and succinct manner. There is ample time for questions and answers to complement the presentation.

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

For more information e-mail info@sagecircle.com or call 650-274-8309

www.sagecircle.com



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Key Issues addressed in this Executive Briefing include:

- What are the myths surrounding the analysts
- What are the types of analysts and who are their clients
- What is the economic impact of the analysts
- How the analysts work and deliver client recommendations
- What are the trends driving the analyst market

What clients say...

“Carter is one of the leading thinkers and researchers about the industry analysts and the analyst relations profession. He is an engaging presenter and effectively handles executives who are skeptical about working with the analysts. Carter carefully listens to truly understand the crux of your business and situation before providing his insights and advice.”

Peggy O’Neill, VP of Analyst Relations, Oracle Corp.

The Executive Briefing is a structured method for communicating the knowledge and insights needed to ensure a vendor’s analyst interactions are successful. Steps include:

1. SageCircle sends workbook, schedules first call
2. Client reviews questionnaire
3. Sponsor call to review the workbook, review questionnaire, review audience, select client information to include and schedule the briefing
4. Executive briefing via webinar or teleconference
5. Post-mortem call to determine lessons learned

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Presenters:

Carter Lusher (left) and Dave Eckert bring decades of experience in the analyst game to the seminar.



Dave has been an end-user client of the analysts, managed AR programs at multiple companies, was a member of the original SageCircle where he researched AR best practices and helped designed the original Architect analyst relationship management (ARM) software. Today he is a SageCircle co-founder and strategist as well as an ARchitect instructor.



Carter brings a unique 360 degree view of the analyst industry developed over 18 years. Carter has been an end user analyst client, an award-winning Gartner analyst, an analyst of the analysts, vendor analyst client and AR executive at HP. Today, Carter is excited about using SageCircle to expand the community's knowledge about the analysts and AR best practices.

Dave and Carter are also the leading experts on how to apply the ARchitect analyst relationship management (ARM) application to everyday AR activities.

What clients say...

About the SageCircle AR Effectiveness Seminar: "Dave and Carter put on a great training. This was my 3rd AR training, and it was the best."

- Account Executive, Communications Firm

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Pricing for this web-delivered engagement:

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SageCircle will credit the price of an Executive Briefing purchase towards an upgrade to Annual Advisory if done within 30 days.



What clients say...

“SageCircle’s in-house AR training program was an invaluable tool to help us get our program off the ground and provide AR practitioners with expert background and tools for the job”

Noury Bernard-Hasan, Director, Marketing, Microsoft

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