

SageCircle's Executive Briefings "Ah ha!"s and Best Practices

Understanding leads to Sponsorship

Building Executive Support for AR

A key skill for successful AR programs is the ability to recruit, manage, and sustain executive sponsorship. An effective strategy employed by leading AR teams is to educate their executives about critical issues such as the impact of the analysts on company sales and how the analysts work. However, when it comes to briefings, executives have a very focused agenda – how they can be updated on a critical issue quickly with an emphasis on actions.

SageCircle's Analyst Hierarchy of Needs



SageCircle's Executive Briefing Series provides AR teams with an efficient tool for raising executive awareness about the critical issues surrounding the IT industry analysts. One benefit of using a SageCircle Executive Briefing is that often executives will listen to an outsider, a third party expert, even if the message is similar to what AR has been saying.

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

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

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Topics in the Executive Briefing Series:

- Analyst Consulting Days
- Analyst Landscape and Sales Impact
- Spokesperson Best Practices
- Value of the AR-Sales Partnership Program
- Other topics available upon request

Actionable & Succinct

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.

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 AR program is 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

Pricing for this web-delivered engagement:

- \$495 as a standalone purchase
- Included with the Annual Advisory Service
- Can be purchased using a credit card

SageCircle Executive Briefings Overview

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