

ASG Solution Roadmap

IDENTIFY → MEASURE → PLAN → EXECUTE

- Technology Buyers Survey
- Custom Buyers Survey
- Sales Team Survey
- Analyst List Ranking, Tiering & Gap Analysis

- Analyst Spoken Word Audit & Analysis
- Analyst Written Word Audit & Analysis
- Analyst Survey
- Custom Research
- Sales Team Audit
- Sales Team Survey

- AR Diagnostic AR Plan Audit
- AR PROGRAM PLANNING**
- AR Plan Blueprint
- Measurement Plan
- Analyst Management Plan
- Sales Partnership Plan

- Executive Briefings (training)
- Sales Leadership Briefings
- TRAINING**
- AR Team Training
- Sales Team Training
- OPS SUPPORT**
- Research Summary & Analytics (Metrics)
- Sales Silver Bullets (Field Sales Tools)
- EVENT PLANNING**
- Analyst Strategic Interaction Readiness
- AR Summit Planning, Guidance, and Measure

Inquiry – Event Driven Expertise

Strategic Consulting – Change Management Expertise