



LEGEND	
✓✓✓	Core module
✓✓	Recommended module
✓	Optional module

Sample AR Team Training Modules Leveraging Analyst Perceptions

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Leveraging Analyst Perceptions					
Strategies/Programs	Intended Audience			Min	✓
	AR Mgmt	Core Team	Extended Team		
Identifying, ranking, and tiering key analysts <ul style="list-style-type: none"> Importance of assessing market impact versus buyer impact Ranking analysts by influence; ranking factors Tiering a ranked list based on resource availability; tiering factors Establishing service levels by tier Determining the focus for each analyst list Coordinating multiple lists across markets/business units 	✓✓✓	✓✓✓	✓	45	<input type="checkbox"/>
	✓✓✓	✓✓✓	✓		
	✓✓✓	✓✓✓	✓		
	✓✓✓	✓✓✓			
	✓✓✓	✓✓✓			
	✓✓✓	✓✓✓			
	✓✓✓	✓✓✓	✓		
Connecting executives, product managers, and domain experts with key analysts <ul style="list-style-type: none"> Analyst consulting days: goals, preparation, and managing the analysts Analyst consulting days: internal resources, managing expectations, managing the session Analyst consulting days: assessing internal impact, assessing analyst impact, and session follow-up Analyst summits: goals, preparation, and managing the analysts Analyst summits: internal resources, managing expectations, managing the session Analyst summits: assessing summit impact and session follow-up Analyst roundtables: goals, preparation, and managing the analysts Analyst roundtables: internal resources, managing expectations, managing the session Analyst roundtables: assessing internal impact and session follow-up Establishing an executive buddy program Coordinating connections between analysts and product managers/domain experts 	✓✓✓	✓✓✓	✓✓✓	60	<input type="checkbox"/>
	✓✓✓	✓✓✓	✓		
	✓✓✓	✓✓✓	✓✓✓		
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	✓✓✓	✓✓✓	✓✓✓		
Measuring/monitoring analyst perceptions <ul style="list-style-type: none"> Review of analyst communication channels (e.g., research, inquiry, presentations, and media quotations) Measuring/monitoring the written word; published research and media quotations Measuring/monitoring the spoken word; client inquiry, consulting, and informal conversations Monitoring analyst presentations 	✓✓✓	✓✓✓	✓✓✓	60	<input type="checkbox"/>
	✓✓✓	✓✓✓	✓		
	✓✓✓	✓✓✓	✓✓✓		
	✓✓✓	✓✓✓	✓✓		
	✓✓✓	✓✓✓	✓		
Providing periodic assessments of analyst perceptions <ul style="list-style-type: none"> Importance of providing information on analyst perceptions to marketing and product management Assessing and reporting on perceptions of messaging, positioning, and go-to-market strategies Assessing and reporting on perceptions of product/service delivery capabilities and alignment with market demand and market trends Establishing AR as the voice of the analysts for internal consumers 	✓✓✓	✓✓		30	<input type="checkbox"/>
	✓✓✓				
	✓✓✓				
	✓✓✓	✓✓			
	✓✓✓	✓✓			