

STRATEGY, TACTICS, AND EXECUTION PLEASE.

Where a technology vendor found a new way to tell their story, train their sales team, and augment their marketing function.



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AT A GLANCE

Challenges

- Missing the "aha" moment for prospects that affect sales success.
- Helping the sales team have greater impact.
- Creating marketing assets that carry a new message.

Outputs

- Story-based messaging
- Trained and empowered reps
- 2 new animated explainer videos
- A new webinar from concept to delivery

JENNIFER'S AUTOMAT STORY

We were in a crowded e-commerce market but were providing something different with our technology. The problem was getting prospects to see that what we were bringing to market was unique. We needed to come up with a quick way of telling our story and then make sure everyone at the company was using the same themes.

My CEO was the keeper of the company vision and did a great job in meetings with prospects but his approach wasn't as succinct or repeatable as we needed for other employees to replicate. Plus, since it tended to be very interactive it didn't translate to marketing materials. I needed to get someone to work with him, find a way to tell our story to different audiences, and then activate it for Sales and Marketing.

I called Robert at ITM Speakers. Having worked with him at another company I knew he could quickly craft messages and work effectively with our CEO, leadership team, and quota carriers. Plus, I knew he had resources that could get a variety of deliverables done quickly and with high quality.

I had Robert work 1-on-1 with our CEO until they crafted an introductory story that worked as well verbally as in PowerPoint. I then had Robert work with me and different members of our leadership team on getting our staff comfortable using the base story and crafting their own authentic versions that they could use on their calls. Our COO also leveraged ITM Speakers to streamline our first sales meeting flow to drive quicker deals with one rep getting to contract signing within 2-weeks using the new approach.

I also needed to scale our new messaging so worked with Robert to craft two explainer videos from concept to animation to final script and VO. The best part was that I just had to review concepts and the development process was managed for me.

Finally, Robert worked with our CTO to craft and host a webinar that shared his industry knowledge in an approachable and accessible way. It created a great piece of content that we've been able to use for brand awareness and lead generation.

I've worked with agencies that are either good at strategy or execution, and usually need a lot of oversight. With ITM Speakers I got great messaging and content without needing a lot of oversight.



"I needed someone that could be strategic, creative, but still get their hands dirty on specific projects. Someone that could work with my CEO on his vision, the marketing team on their programs, and sales on how to be more impactful. I got it all with Robert Mattson and ITM Speakers.

Jennifer Bell, CRO

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