

## OUR PROGRAMS

### BRIEF TEAM BUILDER<sup>SM</sup>

Your team will be well-positioned to move quickly and efficiently through projects. They'll get the information they need, set clear expectations, and manage existing workflow with greater efficiency.

- ▶ Communication as a core strength: your team will have more powerful conversations, emails, meetings, pitches, presentations and updates
- ▶ A better experience for customers and team members
- ▶ Greater efficiency and output
- ▶ BRIEF Level 1 Certification

### BRIEF SALES COMMUNICATION PROGRAM<sup>SM</sup>

Help your team accelerate the sales process by teaching them how to make every interaction count. You will improve the quality and quantity of their communication so buyers don't tune them out.

- ▶ Write emails that provoke a response
- ▶ Have conversations that are intentional, structured and purposeful
- ▶ Make succinct, powerful pitches that move the needle

### BRIEF MESSAGE ALIGNMENT PROGRAM<sup>SM</sup>

When leadership teams are not aligned, results suffer. Rally your organization around a clear and consistent message so that everyone from the leadership team to employees are on the same page.

- ▶ Engage leadership and employees with a clear brand purpose to enable growth
- ▶ Enable employees to communicate key messages clearly and succinctly with peers and customers
- ▶ Align product, sales and marketing teams and make it simple for them to explain the value proposition of a new product suite