

Right Offer Workshop

Tell your story from a **value** perspective. Right offers increase pipeline by up to 47%.

ACHIEVE YOUR BUSINESS ASPIRATIONS. MANY TOP EXECUTIVES AND OWNERS OF SMALL AND MEDIUM SIZED COMPANIES PASSIONATELY ASPIRE TO GROW THEIR BUSINESS AND CREATE GREATER ENTERPRISE VALUE.

Your Value

The core premise of our workshop is teaching your team to communicate unique business value within your offers. Features and functions don't drive the same results within campaigns.

Improve Response %
Right offers increase proactive response rates to outbound activity by 15% or more.

Increase Conversions
Right offers cause an 18% to 47% increase in MQL conversions.

Close Faster
Right offers help sales deals close faster & help you unlock client budget dollars and avoid RFP cycles.

The Workshop

With Frantz Group's Right Offer Workshop, in 4-6 weeks we will lead your team through a workshop approach of shaping your best capabilities into an offer that uniquely adds value to your customers' bottom line, leading to increased sales and marketing outcomes with faster sales cycles.

Deliverables

Our workshop delivers ready-to-action components to drive success right away.

Right Offers that clarify your value in micro-verticals to economic buyers.

Market Research
Competitor Research
Persona Definition
Messaging Matrix
Offer Validation

Campaign Plan - your path to sales and marketing success with your newly developed offers.



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FOCUS ON **GROWTH**

Frantz Group is a strategic business growth and marketing strategy company. We are focused on helping technology developers and their associated channel partners drive more revenue to their bottom line.

We bring excellence to messaging, strategic consulting, marketing operations and campaign execution.

www.thefrantzgroup.com

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Define the Offers to Achieve a Goal

Every Right Offer Workshop starts with preparation, and then leads

