

Igniting Growth with Customer Advisory Boards

Executive Access Solutions



Sales challenge:

How do you engage your key executives?



What is a Customer Advisory Board ?

10 to 12

big, savvy customers
(and prospects)

who will tell you
what you ***don't*** know
right now.

What top marketers get from their CABs

Access

To Higher Level Execs
(Bigger picture)

What top marketers get from their CABs

Influence

Lead the market

Change thinking

(Escape from the vendor class)

What top marketers get from their CABs

Sales

Nailed-on relationships

Better strategies

(Fewer dry holes)

Why do customers join?

Ego:

“We’re looking for the smartest people we can find. Especially mavericks and innovators.”

Why do customers join?

Insight:

*“You’ll see what
your peers are thinking.
(Or not thinking.)”*

Why do customers join?

Clout:

*“When council members
ask, we jump.”*

Market Drivers for creating CAB's

Industry Drivers

Decision makers are not responding

Complex sales cycles

Great difficulty becoming a trusted advisor

Intense competition

Strategic Imperatives

Re-focus on the Consumer

Engage the Customer

Re-align the Enterprise

Operating Requirements

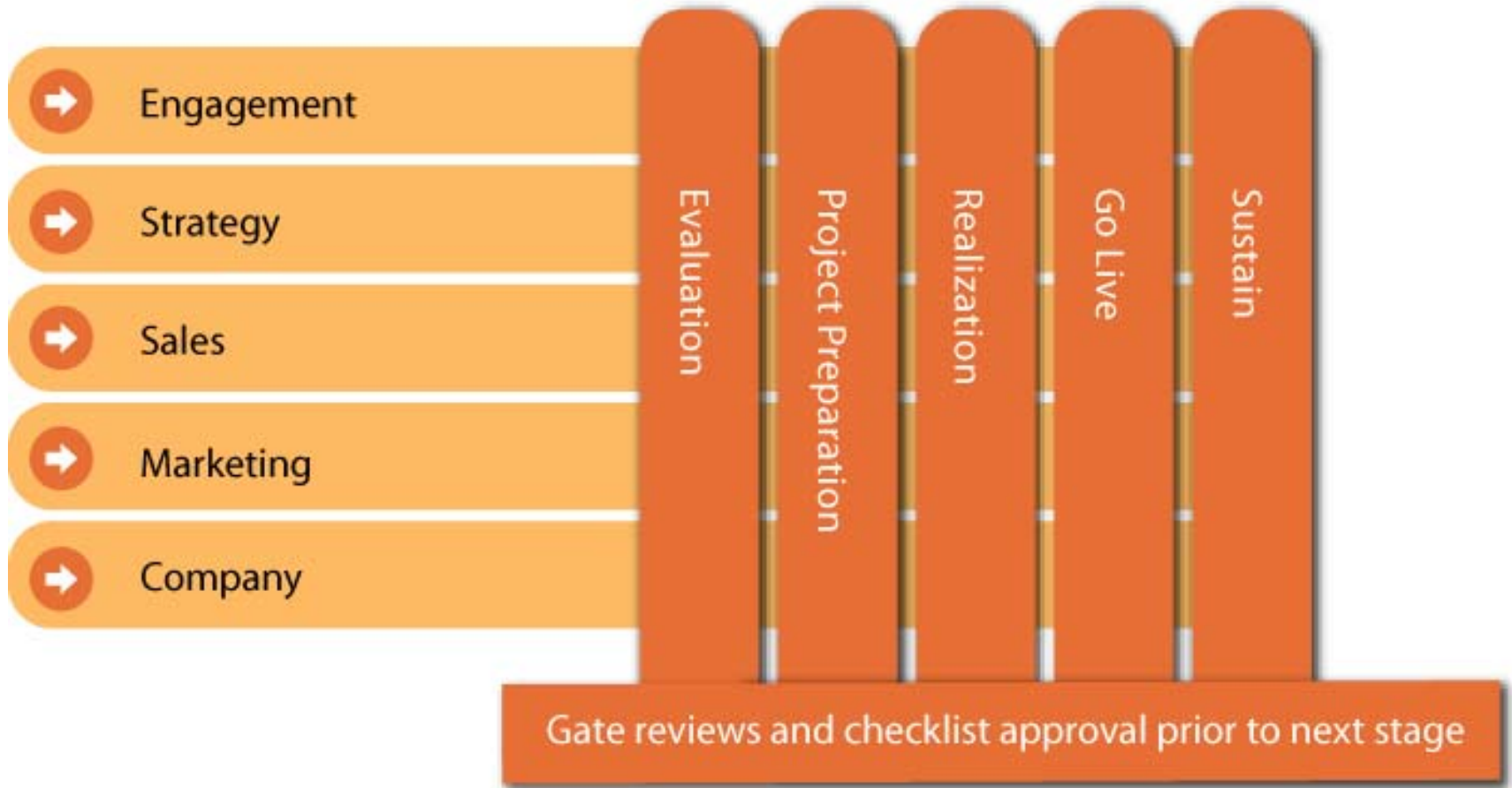
- **Respond faster** to increasing consumer demands, customer needs, and competitive threats
- **Operate with greater agility**, managing a flexible advisory board that gives you strategic insights into your business
- **Drive top line revenue** from your top executive customers

Building a successful CAB program is a key enabler for closing more deals

Benefits of a Customer Advisory Board

- ❖ A B2B sales tool to engage executives from your customer base in a meaningful dialogue, thereby creating:
 - An **entry point** that is not perceived as sales driven
 - A unique **relationship** with key decision makers
 - A **feedback** mechanism on the market, your offerings, and your direction
 - A strong **positioning** as a market leader

Ignite Strategic Model



New Sales Paradigm

- ❖ Focus on individual high powered relationships - Selling through customer councils, user groups and executive forums.



For more information:

Info@IgniteAG.com

Tel: 201 871 0668

Fax: 201 871 0662

www.IgniteAG.com

Executive Access Solutions

