



## Analyst Relations Quick Start

### Description

The Analyst Relations Quick Start is a service that helps organizations new to Industry Analyst Relations understand how to get results from interaction with the Analyst community. This service includes the development of a complete first-step Analyst Relations plan specific to the client's market segment with an approach that facilitates effective discussion with those Analysts.

### Purpose

The purpose of the Analyst Relations Quick Start program is to help organizations that are not familiar with how to interact with the Industry Analyst community to get an Analyst Relations program off the ground quickly.

### Who Should Consider this Service

Entrepreneurs, marketing executives, product management executives, product marketing executives and public relations managers who need to increase the visibility of their organization within the analyst community.

### Analyst Relations Quick Start consists of:

- ❖ Analyst Relations Concepts Workshop
- ❖ Identification of the landscape of analysts that are relevant to the client's products and services
- ❖ Development of a 12 month Analyst Relations Plan
- ❖ Building of initial position statements and value propositions for analyst community introductions
- ❖ Where applicable, provide first-level introductions to analysts

### For More Information

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