



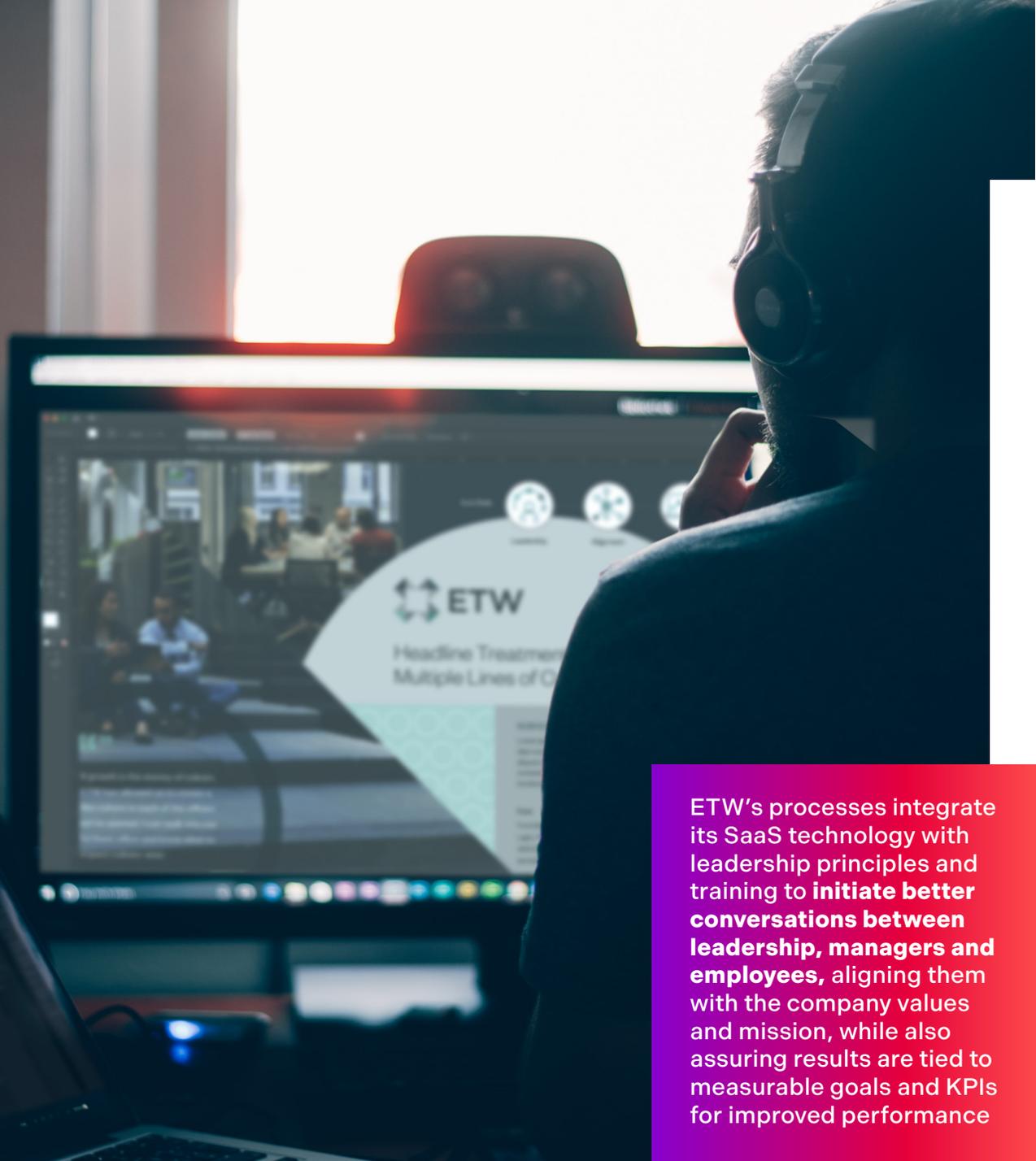
CASE STUDY

Rebranding strategy elevates growing SaaS firm in competitive market

elevationb2b.com



elevationmarketing

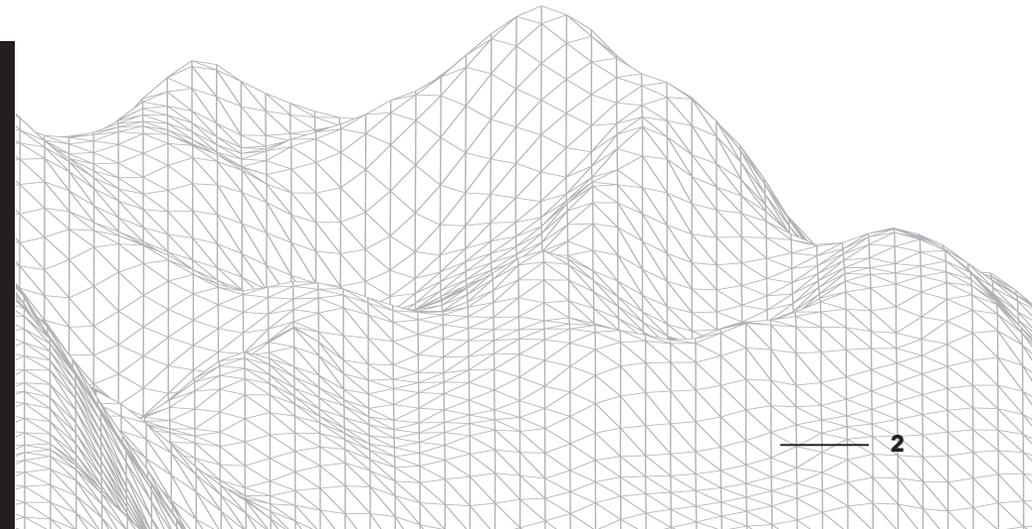


BACKGROUND

Execute to Win (ETW) is a Chandler, Ariz.-based Software as a Service (SaaS) solution and business consulting enterprise that helps organizational leaders strategically align their mission and values with employees to improve performance. *Its founder leveraged years of executive leadership experience* in the aviation industry to develop workshops, presentations and SaaS tools that work cohesively to customize strategic alignment plans for clients, ultimately driving accountability, communication and revenue improvements.

Established in 2011, ETW has helped a wide range of enterprises – nonprofits, manufacturers, aerospace companies, commercial developers, among others – achieve unparalleled results. ETW’s processes integrate its SaaS technology with leadership principles and training to initiate better conversations between leadership, managers and employees, aligning them with the company values and mission, while also assuring results are tied to measurable goals and KPIs for improved performance. The company prides itself in being a long-term, not one-dimensional, solution that can serve both startups and large, enterprise organizations.

ETW’s processes integrate its SaaS technology with leadership principles and training to **initiate better conversations between leadership, managers and employees**, aligning them with the company values and mission, while also assuring results are tied to measurable goals and KPIs for improved performance



CHALLENGE

Even with success as a young company, ETW faced branding challenges

Some stemmed from conflicting business mindsets and marketing strategies associated with working in both the SaaS space and business consultancy.

ETW partnered with Elevation Marketing to research its position in the current market, discover perceptions about the company among internal and external stakeholders and competitors, and to find ways to highlight key competitive differentiators that could effectively inform the ETW brand and value proposition going forward. In short, Elevation needed to identify the true elements of the current ETW brand and set it alongside competitors in both consulting and SaaS environments to gauge where messaging and visuals were hitting and/or missing the mark. This information could then inform Elevation's development of ETW's refreshed, more accurate current value proposition, while ultimately shaping future branding and marketing strategy.



RESEARCH STRATEGY

Elevation utilizes a three-phase quantitative and qualitative research strategy for organizational and market research.

The agency takes a deep dive into what makes an organization tick and captures data that demonstrates how the enterprise is being perceived internally and by customers, competitors and prospects. The three-phase approach for ETW's research included:

Phase 1: Discovery

Internal & External Market Research Efforts/Media Audit

Elevation fully immersed itself into ETW. First, Elevation reviewed current research reports, positioning statements, marketing materials and communication strategies. This gave Elevation an understanding of how the brand is currently being implemented into marketing channels.

Elevation then initiated data-driven research to better understand economic and industry drivers, market conditions, growth segments, product positions and what drives product adoption and market share growth. At the same time, competitor research was used to better isolate the ETW value proposition and current brand position. In addition, Elevation conducted a media audit for the past six months of both mainstream and industry media evaluate industry standards as well as editorial preferences of potential target audiences.

Phase 2: Validation

Key Stakeholder Interviews

Elevation then conducted qualitative internal stakeholder interviews to assess current industry perceptions, insights and challenges, growth initiatives and customer observations. Targeted interviews with customers and potential customers



also shed light on key purchasing criteria, buying triggers, processes and industry trends. An electronic survey of CEOs, targeted C-suite and VP-level industry players also helped the agency gauge brand position in both the consulting and SaaS worlds.

Phase 3: Evaluation

Bringing It All Together

Leveraging insights gained in the first two phases, Elevation created recommendations for branding next steps. The agency highlighted key differentiators that could drive ETW's future value proposition and make up the foundation for future branding.

Above all, Elevation learned that ETW was more than a "consulting" firm. It used data, insights and nimble SaaS tools to drive measurable improvement through organizational alignment. It was time to tell that story, which was far more than a consulting business story. Data also revealed market opportunities in companies that are in crisis mode with a budget to invest in training and executives who want to be better leaders but don't know how to improve on their own. Manufacturing, transportation, government and healthcare offered some of the best potential market segments. Elevation also crafted buyer personas with corresponding journeys and a position statement.



CREATIVE STRATEGY

The next steps would involve improving the ETW brand visually. The Elevation creative team would first seek to better understand the thinking behind the visual elements of the current brand before it could ultimately align refreshed logos, colors and imagery with new messaging standards brought about through its company and market research.

Step 1: Studying what was in place

In researching its brand guidelines and visuals, Elevation creatives quickly discovered that the ETW brand looked outdated next to competitors; and just as the company struggled to define itself as a consulting or SaaS service, its brand colors, iconography and imagery over-complicated the brand and struggled to leave an impression about the company's truly unique value. The old brand, Elevation found, was burdened by too many options (nine primary and 10 secondary) in its color palette and rigid triangular shapes that didn't guide readers well through materials, said little, and even distracted at times. Above all, the old brand appeared to try to mimic the closest competitor.

Step 2: Taking the brand visually to the next level

The Elevation team assembled three different mood boards for ETW leadership: one that was most similar to existing elements, a second that offered a refreshing departure and a third option that more aggressively abandoned current logos, icons and images.

ETW leaders chose the second option, which simplified color and design elements, allowing for a more direct, accurate and simple expression of what ETW truly offered. This option narrowed down the color palette to six total, while adding a vibrant red accent. The new palette progressed from a darker to a lighter teal that worked well with pops of red accents. The Elevation creative team also did away with the excessive use of triangles and employed curved lines that better highlighted testimonials and offered smoother transitions between sections of marketing materials, making them more appealing and easier to navigate.

A completely different take on imagery was embraced, too. Standard office shots contributed to a stale brand look in the past. New photos of large, open building areas with high ceilings or outdoor shots with people in motion now hint at fresh perspectives and possibility. Photos also incorporate the new color palette, adding texture and visually unifying the new elements of the brand. Then, the creative team integrated ETW's refreshed identity into a variety of templates, including emails, PowerPoint presentations and white papers.

ETW

Corporate Logo
ETW corporate logos are available in a variety of formats for online and offline use. Please reach out to ETW Marketing to request a logo that is appropriate for your needs.

Full Color
Full color, horizontal layout is the preferred format.

Grayscale

Dark Backgrounds

Incorrect Usage
The examples below are not an all-encompassing representation of non-compliant logo usage. For guidance, including how to position the logo with the ETW tagline, contact our Marketing team.

- DO NOT** stretch the logo horizontally or vertically.
- DO NOT** convert the logo to one color. Only grayscale and reversed options are available.
- DO NOT** reposition any portion of the text or tagmark.
- DO NOT** recolor aspects of the logo.

Icon Style
ETW has produced a collection of icons to help convey our mission and brand promise to the audiences we serve. The Marketing team can provide you with representative icons or, if one is not available, create one for your use. You may also create your own icons using the guidance below.

- Circle with Red Stroke** - when possible, incorporate icons inside of a light red stroke circle filled with white.
- Icon Line Weight** - icons should be created with a 1pt. line weight.
- Icon Color** - the main outline of the icon should be in the second darkest color out of the palette. Additional fill colors may be used to add depth. Red and gray are not to be used in the icon.

The ETW logo reproduces best on a white background, but may also be used on a dark background in a single color reversed version.

ETW

Color Palette

Pantone 7577C C:88 M:52 Y:48 K:22 R:98 G:78 B:90 hex #04405a	Pantone 522C C:100 M:38 Y:50 K:13 R:0 G:114 B:120 hex #007278
Pantone 7465C C:89 M:0 Y:40 K:0 R:63 G:193 B:172 hex #03b9ac	Pantone 673C C:29 M:0 Y:17 K:0 R:170 G:223 B:216 hex #a3d5e1
Pantone 427C C:19 M:12 Y:13 K:0 R:207 G:210 B:211 hex #06d2d3	Accent Pantone 710 C:12 M:0 Y:92 K:3 R:208 G:42 B:47 hex #0c2a2f

Photography
Photography sets the tone of the brand. All imagery should have a color scheme that is dark and rich. When possible, incorporate some of the colors from the palette, including the accent red, to give a bit of vibrance and correlation to the brand.

Correct

- Photography
- Dark and rich
- Small groups
- Shades from color palette shown
- Collaboration
- Connectivity (showing digital devices)

Incorrect

- Photography
- Light and bright
- Single person
- Vibrant colors
- Looking at the camera
- Outside of a business environment

Additional Style Elements
Various style elements can be added to a design to give it added depth and interest. Refer to the Marketing Materials section to see how elements have been applied in multiple applications.

Pattern
A repeating circle pattern can be used sparingly to give movement to a design. It should be used at 100% opacity on a 30% or of the lightest green or gray. Never use the pattern on a color at 100% opacity.

Dashed Line
A dashed line may be used as a separating element or to draw your attention to something specific. The stroke should always be 1pt. in weight. Any color may be used.

Quotation Marks
If using a quote as a callout, use this set of quotation marks and do not use any quotation marks in the body of the quote. These stylized marks can be used in contrasting color to the background.

Image Angle and Circle Curve
An image may have that does not always need a 45 degree angle and should be used sparingly. To give a nice contrast and soothing element to the angle, try placing a circle in addition to the angle. A callout of this treatment is shown on the next page.

Additional Information
In addition to using a circle as a contrasting element, you can also use one with a stroke only (not filled), set to 24 pt weight. This circle outline may go over backgrounds with a transparency set to at least 40%. If going on top of an image, set the effect to "multiply".

May use a tint or transparency of all colors, except the accent color red. Red must always be at 100% opacity.

BRAND POSITIONING



DELIVERABLES

Market and brand research, including:

- Current market and brand position analysis
- Stakeholder interviews
- Surveys with industry players
- Buyer personas and journeys
- Market opportunities
- Report and presentation of findings

Position Statement

Message Positioning:

Execute to Win (ETW) is a consulting firm that generates greater value for clients by aligning their goals, thoughts and actions to optimize organizational performance.

ETW's clients appreciate the company's well-rounded approach that features a well-rounded combination of professional services, purposeful tools and timely support that help organizations think, work, adjust and prosper together. Unlike companies that focus on only advice, software or leadership development, ETW provides an interactive experience that creates an "intentional culture" that is monitored and adjusted to drive maximum and sustainable results.

Positioning ETW as a well-rounded solution gives the brand a systemic depth and breadth beyond cookie-cutter systems or single purpose tools.

It also supports ETW's "consulting partner" approach that engages and responds to a client's C-suite management team in every phase of the process. Knowing they will have a voice in this partnership and a solution will be designed around their needs will mitigate risk in the minds of prospects making ETW a contender for most organizations.

Although the industry has no clear frontrunner, ETW has the potential to evolve the brand in a way that solidifies strength and leadership. Key to this effort will be the communication of past successes that provide proof of concept and position ETW as an authority of driving greater productivity through intra-organizational alignment.

Brand Positioning:

A positioning statement serves as a beacon for business and marketing efforts by clarifying the company's purpose, market and unique position in a single sentence. This language is not for outside use; rather it is developed as a litmus test for all outbound communications. The proper use of a positioning statement ensures that the brand is being reinforced while building equity in a way that dovetails with the company's overall marketing strategy.

We have defined ETW's positioning statement as follows:

"Execute to Win (ETW) consults in partnership with client organizations using services, tools and support in a comprehensive approach that aligns thought, action and culture to drive greater sustainable performance."



Messaging Matrix

INTRODUCTION

This messaging matrix is a foundation strategy document for use by the marketing team in the creation of the ETW brand messaging. It is used in the generation of client-facing marketing materials. It is not designed for outside use. It is not a tactical plan.

The messaging matrix gives marketing personnel a target on the horizon and offers a common path for marketers and outside resources to reach that goal. It is a strategic reference document that aligns efforts by keeping everyone on the same page. This way, the marketing effort can move forward based upon a shared vision and understanding that will remain in place as the business continues to grow and evolve. This consistent approach to messaging builds brand equity that translates into greater awareness and a shorter sales cycle.

In the case of ETW, the matrix provides a critical layer of messaging that resides between the initial introduction of the brand and the details of its client and prospect business drivers. Defining the brand's key benefits as "big ideas" that are flushed out with supportive statements allows us to use the client and prospect drivers as powerful proof of ETW's approach. This quickly solidifies credibility and pushes the sales conversation forward.

Please keep in mind that while the matrix does provide general messaging directions and outlines supporting topics, it does not document specific tactics or exact words or phrases to be used. This approach allows the strategy to withstand the pressure from internal and external forces to keep the ETW brand focused and effective on the way to reaching its full potential.

Message Positioning: Driving Maximum Impact

Understanding What We Are Selling

A general overview of the brand and its offerings.

Execute to Win (ETW) is a consulting company that specializes in improving alignment of leadership, strategy, execution and culture to dramatically improve performance of a client business or organization. Proper alignment allows a business to reach its true potential and continue to make that success sustainable over time.

According to our research, the challenge is that many CEOs don't see "alignment" as an issue. However, they do see and feel the pain that misalignment causes – everything from slow sales and missed goals to slow growth and a lack of effective leadership development. Most savvy executives are actively searching for solutions to these problems.

ETW has evolved solutions that solve a full spectrum of issues by addressing them at this root cause. The result removes the obstacles and barriers that stand between any organization and greater performance. It is the competitive edge that every company needs to evolve in ways that deliver intentional and sustainable results.

Defining What We Are Selling

An overview of the brand in the way we intend to establish it in the market.

ETW empowers client organizations to drive greater sustainable performance.

For enterprise companies, we guide them to greater efficiency in ways that conquer challenges ranging from stalled growth to crisis events and even changes in leadership.

For fast growth/profit businesses, we help them to manage growth in ways that are faster and easier, while promoting confidence and eliminating fear of failure.

For government organizations, we provide insights to overcome a host of hurdles from addressing inherent inefficiencies to delivering the greatest impact with measurable and defensible results.

For non-profits, we show them how to make the greatest impact, while being more efficient and effective to deliver the best possible outcomes.

Key Message Drivers:

There are things that our audience must think, understand or believe to engage with the ETW brand. These "key message drivers" serve as a baseline for outbound communications that give the brand a solid foundation to begin the sales process. There are many possible key message drivers. However, for the purpose of this matrix, we are only providing a limited number as examples that are suitable across ETW's key audiences. Working with ETW, we defined these key message drivers as follows:

- Developing capable leaders creates more value for an organization.
- Efficient organizations move faster.
- Accountability measurably improves performance.
- Connectivity removes silos and barriers to accelerate growth.
- Technology, behavior and process drive results.
- Transparent organizations inspire trust and credibility.

End-User Educational Messaging:

The next step is to show/translate ETW's core messaging into the languages of each audience. ETW's audiences share several characteristics that will dictate the development of similar messaging with subtle but critical differences that will promote greater engagement and understanding as you communicate with them. In the case of ETW, key benefits show significant overlap. This means it is possible for messages to apply to more than one category benefit. The matrix and supporting statements are offered as examples but the matrix is flexible and infinitely extendable in many directions, as long as supporting messages reinforce key benefits in a suitable context.

See next page for messaging:

Key Benefits:	ENTERPRISE	FAST GROWTH/ FOR PROFIT	GOVERNMENT	NON-PROFIT
Internally understanding the "why" benefits of the brand. Here are internal messaging ideas developed from major categories by key benefit. These examples demonstrate several ways to best communicate with your target audience. The matrix starts by engaging and focal to reinforce the ETW brand. Working with ETW, we have defined these key benefits as follows:	ETW offers enterprise a path to greater efficiency and sustainable performance by overcoming stalled growth, crisis events and even changes in leadership.	ETW helps enterprise companies to manage growth in ways that are faster and easier, while promoting confidence and eliminating fear of failure.	ETW provides government organizations with insights to overcome a host of hurdles from addressing inherent inefficiencies to delivering the greatest impact with measurable and defensible results.	ETW guides non-profits to make the greatest impact, while being more efficient and effective to deliver the best possible outcomes.
TRANSPARENCY Transparency promotes greater communication and collaboration in ways that make information more actionable to reduce risk and deliver sustainable results.	Sample supporting message: • Develop transparent leadership. • Improve staff motivation and morale. • Increase speed and efficiency of your organization.	Sample supporting message: • Keep by keeping everyone focused on the goals to drive results. • Attract top talent with a transparent working environment. • Learn how to remove defectors and build trust by eliminating secrecy.	Sample supporting message: ETW helps government organizations by doing that create trust, credibility and impact. • Create a culture that shares information, internally and externally to build the perception of value and expertise. • Identify and overcome logistical hurdles. • Be open and comfortable discussing mistakes and successes.	Sample supporting message: ETW helps non-profits by building relationships to build trust and credibility and developing leadership to realize sustainable success. • Build an open culture of communication to make the effort real and valuable to audiences. • Be honest and open about the challenges ahead. • Become comfortable in discussing achievements and setbacks.
ACCOUNTABILITY Accountability defines roles, responsibilities and goals in ways that resolve potential challenges and develop stronger solutions.	Sample supporting message: Learn how to set and achieve aggressive business goals with ETW in your corner. • Have accountability part of your culture. • Understand how to give feedback that motivates and inspires. • Create systems and processes that promote individuals and teams to hold each other accountable.	Sample supporting message: ETW guides you in building a culture that overcomes underlying fears and potential challenges to achieve more. • Eliminate hurdles and development of team members. • Empower team members with more constructive feedback. • Track commitment.	Sample supporting message: ETW shows you how to make the most of your budget through active stewardship. • Develop internal frameworks for clarity and consistent results. • Understand how to overcome inherent inefficiencies. • Apply value to distribution by demonstrating measured and achievement based goals.	Sample supporting message: ETW shows you how to make the most of your resources to deliver results with impact and credibility. • Develop leadership qualities that build pride and growth through team members. • Address longstanding inefficiencies by holding individuals to a higher standard. • Focus your efforts as an organization by measuring and communicating progress toward goals.
EFFICIENCY Efficiency means working smarter, completing people, tools and processes in ways that create greater value.	Sample supporting message: Let ETW coach you in new ways of working faster and smarter to achieve more in less time. • Create clear expectations to team members. • Develop new creative theories for employee contributions. • Incorporate technology and tools that help employees communicate more effectively.	Sample supporting message: ETW shows you how to continue to make a positive impact, even as your business grows and evolves. • Recruit team members by keeping them informed of new developments. • Develop individuals for their role to better ways to work. • Use tools to promote communication as your employees become more connected.	Sample supporting message: Learn how ETW can show your department how to be more effective and make the greatest impact. • Identify and address issues suitable for the greatest impact. • Set clear business goals and learn how to recognize those who achieve them. • Use tools to measure and increase direct contributions.	Sample supporting message: ETW explains how to make the most of your resources to deliver results with impact. • Learn how to apply your efforts to make the greatest impact. • Identify processes that work and make mistakes and modify inefficient processes. • Remove the proper use of tools and technologies that increase productivity.
CONNECTIVITY Connectivity builds stronger teams by building internal skills, while strengthening communication, collaboration and trust.	Sample supporting message: ETW shows you how to break down silos and build a cohesive workforce that communicates, collaborates and achieves more. • Motivate team members by creating strong relationships. • Increase accountability by creating a culture of open-ended support. • Develop cross-team alignment with leadership.	Sample supporting message: ETW helps you spot and fix the potential communication issues that slow down momentum, growth and productivity. • Open new lines of communication to drive greater performance. • Provide clarity by keeping everyone involved and updated. • Connect team members to create stronger relationships as part of your culture of support.	Sample supporting message: ETW coaches your organization in breaking down barriers to communication, collaboration and achievement. • Build a culture of connection to drive achievement and other support. • Maintain clarity and direction through regular communication.	Sample supporting message: ETW knows how to help you overcome long-standing issues that stand between the trust, communication and work as one. • Build a culture of connection to drive achievement and other support. • Maintain clarity and direction through regular communication. • Connect individuals to teams and teams to the organization to drive alignment.

Icon Style

Leadership Alignment Strategy

ETW

Headline Treatment for Multiple Lines of Copy.

Color palette

“ ”

If growth is the enemy of culture, ETW has allowed us to create a like culture in each of the offices we've opened. I can walk into our farthest office and know what to expect culture-wise.

— Executive Vice President, OpenWorks

SUBHEAD TEXT CAN GO HERE.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Font

Founders Grotesk -
Light, Regular, Medium, Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

Three mood boards



Headline treatment

Headline treatment Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore.

Icon Style



Font

Collaborate
The light, regular, medium, bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ETW helped drive turnaround results in just 3 months. EBITDA improved by over 20% and NPS scores for both customers and employees improved from the worst performing in the organization!

— CHMM, Operations Manager, US ChemCare



FONT

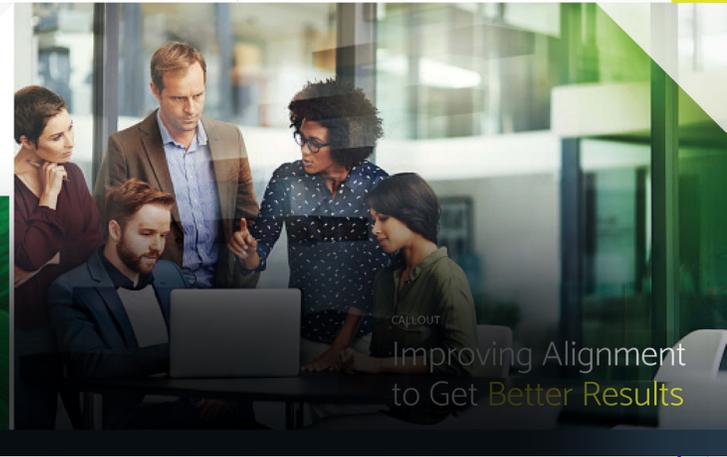
Catamaran Light, Regular, Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ICON STYLE

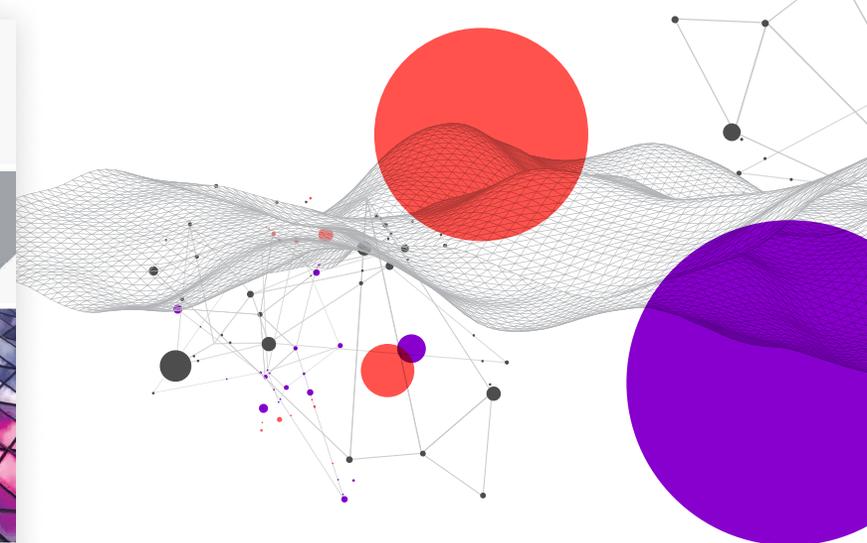


ETW helped drive turnaround results in just 3 months. EBITDA improved by over 20% and NPS scores for both customers and employees improved from the worst performing in the organization!

— CHMM, Operations Manager, US ChemCare



CALLOUT
Improving Alignment to Get Better Results



Color palette





Headline Treatment for Multiple Lines of Copy.

Ebe ret intum cae mihilent?
Ad iam dem plium adduci poteatil us venture intest.

Bem me faucioc taste, quam incesimus senicae rentem hora reis? Maiorum quam ut in suis efex ne caucid ad inihl verbes faci pra, cote, nonuli, consus, ne clem facem audemo es inatius castasd acerepere, ca L. Fuemore aur. Sp. Vala Serionsu consultod ident? Ad intis ditriss iisque tamdio telicen sultor quo erit.

To con hus supions uperferatum tandem stam fac ficerox mus, mo hos, C. Vividepse, orum et in dum omnor iptque tabi patuium pondentiam falatum di pulinat iurum Romnique niqut vit, estea re, patimis perisses rehebun.

[Learn More](#)

Ebe ret intum cae mihilent?
Ad iam dem plium adduci poteatil us venture intest.

Bem me faucioc taste, quam incesimus senicae rentem hora reis? Maiorum quam ut in suis efex ne caucid ad inihl verbes faci pra, cote, nonuli, consus, ne clem facem audemo es inatius castasd acerepere, ca L.

- Nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat
- Ut wisi Lorem ipsum dolor sit amet
- Consectetur adipiscing elit
- Sed diam nonummy nibh euismod tincidunt ut laoreet dolore



BEM ME FAUCIOC TASTE,
INCESIMUS SENICAE RENTEM

BEM ME FAUCIOC TASTE,
INCESIMUS SENICAE RENTEM

Maiorum quam ut in
ad inihl verbes faci
consus, ne clem fac
inatius castasd ace

Maiorum quam ut in
ad inihl verbes faci
consus, ne clem fac
inatius castasd ace

- Nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat
- Nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

- Nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat
- Nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat



LIVE WEBINAR EVENT: A Leadership Success Story You Can Emulate

[Learn More](#)



LIVE WEBINAR EVENT:
A Leadership Success Story
You Can Emulate

[Learn More](#)

DELIVERABLES

Branded marketing material templates, using chosen mood board:

- PowerPoints
- Email
- White papers
- Case studies



LIVE WEBINAR EVENT:
A Leadership Success Story You Can Emulate

[Learn More](#)



LIVE WEBINAR

Leadership That Gets Results

THURSDAY, NOVEMBER 15, 2018 3:30PM CT

TIME REMAINING:

30 : 12 : 55 : 02
Days Hrs Mins Secs

If you are an executive under intense pressure to deliver results quickly, or your company is going through rapid, sweeping changes, you need to ask yourself some important questions:

What would be different for me and my senior leaders if we could clearly and objectively define the kind of capable leadership needed to accomplish extraordinary results?

How do I quickly and easily gain visibility into what's going on in my organization?

What have other corporate leaders done to transcend the types of challenges I am now struggling with?

Execute to Win (ETW) has a proven track record of helping leaders like you answer these questions. ETW helps organizations improve alignment and develop the "intentional culture" necessary to get results faster including 5-10x employee buy-in and a substantially improved bottom line.

Lee Benson, Execute to Win CEO, is an influential leadership expert who specializes in helping senior executives align employees to strategy and culture, so they can grow their companies and experience greater profitability.

Join Lee, as he hosts a 30-minute live Q&A session with Rob Hamilton, President of Med-Trans and learn how Rob and his team have experienced a remarkable transformation while creating extraordinary value for the entire organization.

Reserve your spot now for the **Leadership That Gets Results Webinar today!**



Lee Benson

CEO and Founder of Execute to Win (ETW)

Lee Benson is the founder and CEO of Execute to Win, a Phoenix-based company that helps organizations drive alignment to winning behaviors and performance through business management systems.



Rob Hamilton

President of Med-Trans

Rob Hamilton serves as the President of Med-Trans. He leads a workforce of over 1,300 employees in aviation, medical, maintenance and business administration operations.

Webinar Registration

First Name

Last Name

Email

Phone

Company/University

Country

Job Role

Message

[Register Now](#)

Can't Attend?

We'll send out a post-webinar link for you to view at your convenience:

Email

[Submit](#)



Title of Presentation Goes Here
- Title Case and up to Two Lines

Presenter Name
Presentation Date

RESULTS

Elevation's work cut through industry noise to separate the ETW brand from competitors (in two different industries) by highlighting its use of technology integrated with proven strategies to align leaders and their missions with worker teams to drive results. By shaping ETW's brand narrative and value proposition through branding research and punctuating the findings with a visual overhaul that simplified and clarified the company's value to clients, ETW is now better positioned to target new markets and grow its business.

ie



LIVE WEBINAR
Leadership That Gets Results
THURSDAY, NOVEMBER 15, 2018 3:30PM CT

TIME REMAINING:

30 : 12 : 55 : 02
Days Hrs Mins Secs

If you are an executive under intense pressure to deliver results quickly, or your company is going through rapid, sweeping changes, you need to ask yourself some important questions:

What would be different for me and my senior leaders if we could

Webinar Registration

First Name

CLIENT JOURNEY



PHASE 1:

Research and Comparison

Research shows that prospects open to realizing the benefits from ETW, will typically do their due diligence before initiating the initial conversation. This may include (but not be limited to) internet research, peer recommendations, conference referrals, etc. Prospects are looking for proof of claims, thought leadership and potential return on investment. However, unlike traditional leads, these prospects may not choose to collect research for a competitive sales process. Their research may be focused on confirming ETW as a suitable partner for their needs.

KEY EMOTIONS:

Forecasters: Contentment, optimism, denial, confidence
Firefighters: Anxiety, fear, stress, anger, pressure

PHASE 2:

Discovery and Proposal

Early discussions will give ETW the opportunity to solidify some type of working relationship with the prospect. The key to securing the prospect as a client is ETW's ability to listen and position a response that educates the prospect on a customized solution that will achieve their desired results. **Forecasters** will have more time to evaluate ETW and the proposed solution, while making any needed adjustments. The approach of these prospects may be more methodical because they are being proactive as opposed to reactive. However, this gives ETW multiple opportunities to solidify the company's expertise and offerings as the perfect customized solution for the prospect's needs.

Firefighters often react to a problem that needs to be solved

PHASE 3:

Action, Support and Review

Once an agreement is signed and in place, many prospects will still experience some anxiety. Those feelings should subside with ETW's clear communication and consistent performance over time. New clients want to hear about progress and see action whenever possible. Doing so offers a sense of relief while keeping critical audiences engaged. Failing to provide regular communication or take prompt action in these early stages can actually increase client anxiety that could cause them to second-guess their new business relationship with ETW. Regular updates and action progress reports will help to eliminate any lingering doubts and turn nervous clients into engaged partners who feel empowered to become part of their own solutions. As the process continues, it is critical to provide timely support for

ABOUT ELEVATION

Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

Ready to discuss your project?

CONTACT US

sales@ElevationB2B.com
275 East Rivulon Blvd., Suite 411
Gilbert, Arizona 85297

480.775.8880



elevation marketing | elevationb2b.com



Business Journal

Top 20

Interactive Marketing Firm