

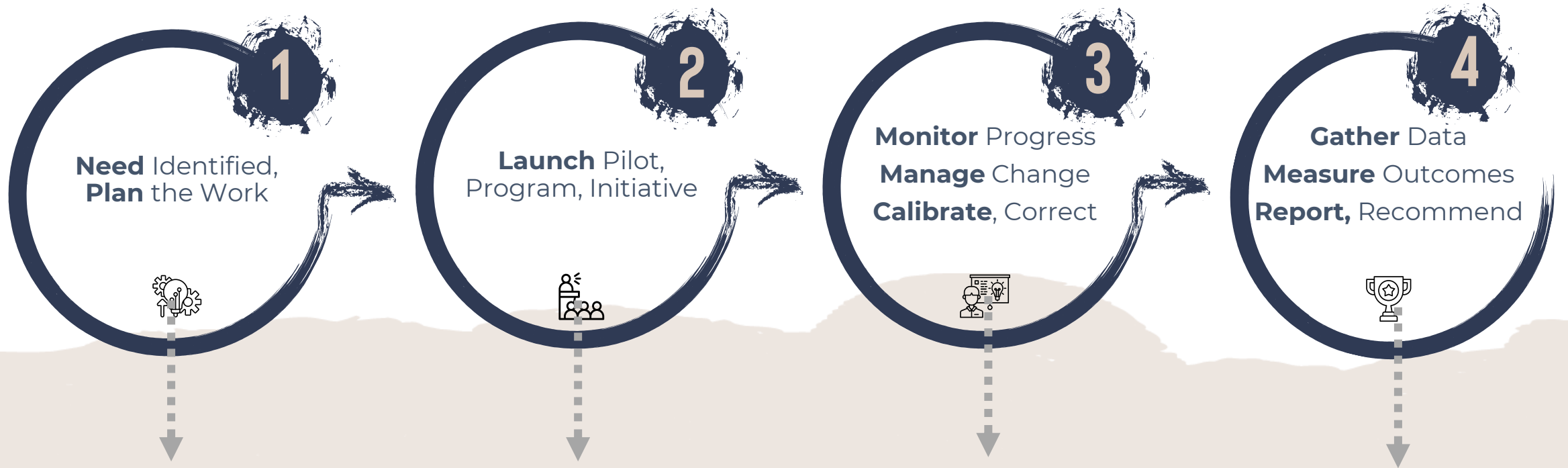


THE DILIGENCE FIX

**THE PITCH PIVOT:
ALIGNING YOUR SOLUTION TO
YOUR BUYER'S WORKFLOW**

HOW YOUR CUSTOMER WORKS

1—Establish Workflows: Review this example of a common buyer workflow. Customize for your company's buyers.



2— Paint-the-Picture: Plug in and communicate your product, services, and solutions into **their** workflow.

- 1** • Our ___ helps you speed up planning.
- 2** • Our ___ ensures the best possible start.
- 3** • Our ___ provides ongoing support as you advance and adjust.
- 4** • Our ___ offers reliable and time-saving ways to identify success and decide what's next.