



COMMUNICATION

Telling a story about the product 2/2

Slide 5: Benefits for Casey

- Outline the specific benefits of the new feature for Casey, such as increased revenue and improved client communication
- Use statistics and data to support these benefits

Slide 6: Benefits for Attendees

- Outline the benefits of the new feature for meeting attendees, such as improved scheduling flexibility and clear payment expectations
- Use customer feedback to support these benefits

Slide 7: Competitive Advantage

- Compare the new feature to similar offerings from competitors, such as Calendly
- Highlight the advantages of our app's feature, such as better pricing and more flexibility

Slide 8: Implementation and Rollout

- Provide details on the implementation and rollout of the new feature, including a timeline and any necessary training
- Assure the team that the process will be smooth and seamless

Slide 9: Next Steps

- Outline the next steps for the sales, marketing, and customer success teams to promote and support the new feature
- Encourage the team to get creative with their marketing and outreach strategies

Slide 10: Conclusion