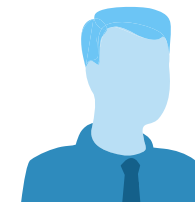# Drag the relevant Point of View to the appropriate Listener(s)

Point of View 1: We will have a product on the market, but with greater budget support, we will have a product that will steal market share from our top two competitors.

Point of View 2: We have an opportunity to work together to create something new!

Point of View 3: Your support of this new project is vital to our team's g success.

My Work Station ✛

Speaker: Amit, Director of Product Marketing
Topic: Customer Relationship Management
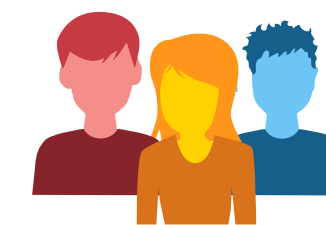Goal: Get support and resources for a new analytics tool

Field Marketing Management (Amit's boss)
Busy, spread too thin, well-respected

Finance Department
Hardline, ROI-focused, skeptical

Amit's Team of Direct Reports
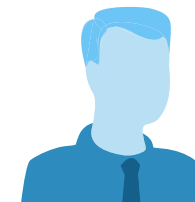Overworked, bored by last project, amazing coders

Next ▶

⏮ ↺15 ▶ 15↻ ⏭   🖨 TRANSCRIPT

1 Get Ready, Get Set — 2:30
2 Why Influence? — 11:54
3 Behaviors of Trust: Connection — 4:22 🔒
4 Behaviors of Trust: Credibility — 3:58 🔒
5 From Information to Influence — 25:31 🔒
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7 That's a Wrap! — 11:17 🔒

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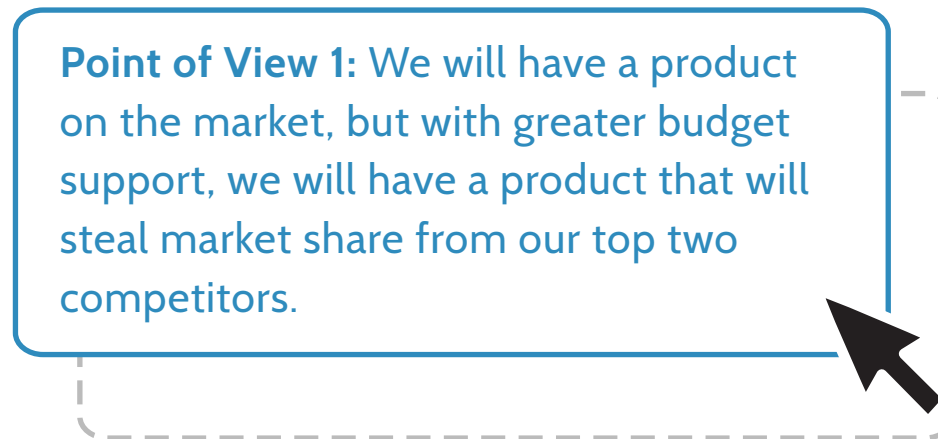**Speaker: Amit, Director of Product Marketing**
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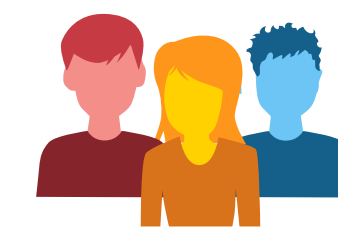
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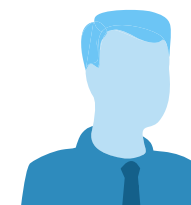Overworked, bored by last project, amazing coders

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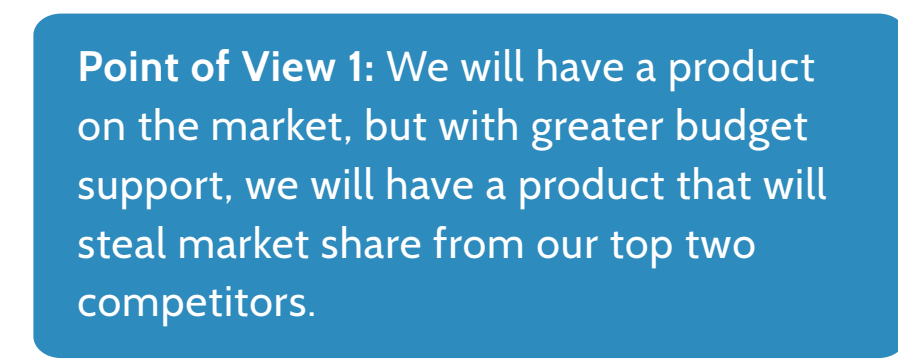Goal: Get support and resources for a new analytics tool
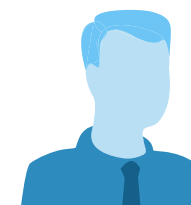
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