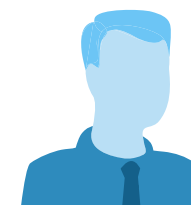


Drag the relevant Point of View to the appropriate Listener(s)

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 success.



Speaker: Amit, Director of Product Marketing

Topic: Customer Relationship Management

Goal: Get support and resources for a new analytics tool

My Work Station +



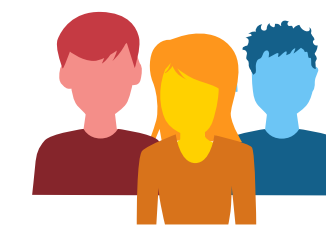
Field Marketing Management
(Amit's boss)

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

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TRANSCRIPT

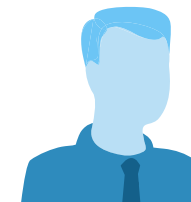
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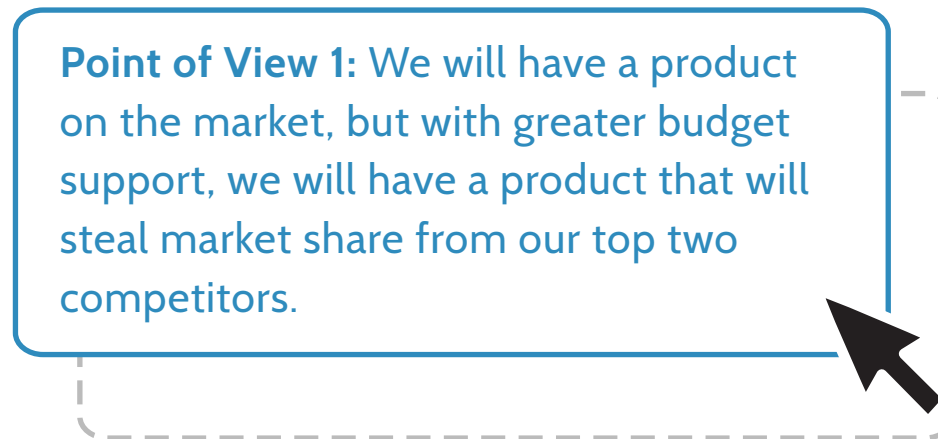
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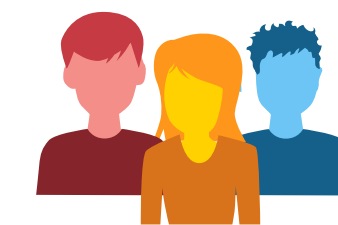
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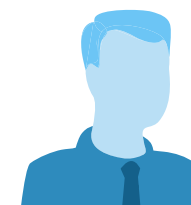
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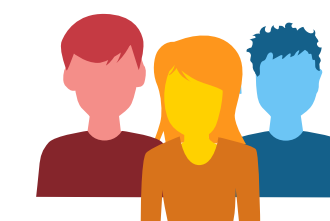


Finance Department

Hardline, ROI-focused, skeptical



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Amit's Team of Direct Reports

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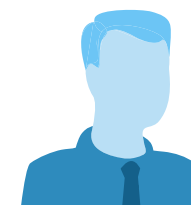
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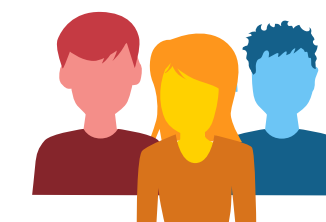
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