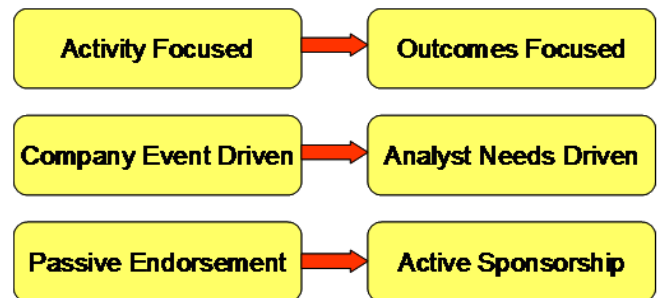


SageCircle Insights

Transform the AR Program

AR Managers wishing to differentiate their programs from the typical or traditional approaches must find ways to transform their thinking and planning. Becoming a leading edge program in strategic partnership with the company takes bold steps, but ones that are attainable by even small organizations.

The value of the AR program depends not on size but on focus. AR organizations that transform themselves from activity-oriented to outcome-oriented gain status and resources. An effective analyst relations program must evolve through three key transformations. Through these transformations they become strategic partners who play a key role in impacting the sales cycle. Transformations are shifts in the way organizations are thinking followed by shifts in their behaviors.



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