

SageCircle's Advisory Hours Blocks

Extend your staff with an AR expert

Do you wish you could talk to a SageCircle Strategist without waiting for a PO?



The Power and Flexibility of Phone-based Inquiry with the Convenience of e-Commerce

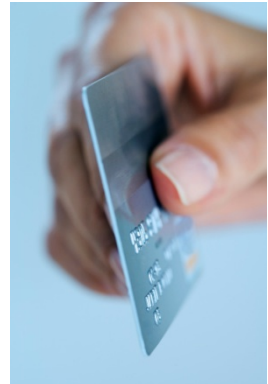
Research and tools need to be tailored to clients' situations. SageCircle emphasizes the use of phone-based inquiry through its Advisory Service, annual or blocks of hours, which is your lifeline when you need timely access to an AR and analyst expert to exploit an opportunity or mitigate a problem.

A two or five Advisory Hours Block lets clients sign up using a credit card on-line and then picking up the phone to speak with a strategist.

Convenience

Many organizations have time-consuming procurement processes... but you need to talk to a Strategist **NOW!** Advisory Blocks (2 hours \$495, 5 hours \$995) give you the flexibility to use a credit card to quickly set up an account to access SageCircle's expertise. Visit www.sagecircle.com and click on Advisory Services to sign up.

SageCircle will credit the price of an Advisory Block purchase towards an upgrade to Annual Advisory if done within 30 days.



Research...Experience...Insights...Training...Advisory

For more information e-mail info@sagecircle.com or call 650-274-8309

www.sagecircle.com



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SageCircle strategists understand your opportunities, challenges and priorities because we have been AR practitioners and executives. Issues that we can help you with include but are by no means limited to:

- Turning around a problem analyst
 - Fine tuning an analyst briefing presentation
 - Maximizing an analyst consulting day
 - Investigating an unfamiliar analyst firm
 - Reviewing analyst lists
 - Role playing tricky inquiries or briefings
 - Anticipating the impact of analyst trends on AR
- Buying analyst services
 - Building an executive buddy program
 - Bench marking your AR vs. best practices
 - Briefing executives on impact of the analysts
 - Piloting social media like blogs
 - Updating staff on the analyst landscape
 - Critiquing strategic or tactical plans

What clients say...

“Carter is one of the leading thinkers and researchers about the industry analysts and the analyst relations profession. He is an engaging presenter and effectively handles executives who are skeptical about working with the analysts. Carter carefully listens to truly understand the crux of your business and situation before providing his insights and advice.”

Peggy O’Neill, former VP of Analyst Relations, Oracle Corp.

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Strategists:

Carter Lusher (left) and Dave Eckert bring decades of experience in the analyst game to the seminar.

Dave has been an end-user client of the analysts, managed AR programs at multiple companies, was a member of the original SageCircle where he researched AR best practices and helped designed the original Architect analyst relationship management (ARM) software. Today he is a SageCircle co-founder and strategist as well as an ARchitect instructor.

Carter brings a unique 360 degree view of the analyst industry developed over 18 years. Carter has been an end user analyst client, an award-winning Gartner analyst, an analyst of the analysts, vendor analyst client and AR executive at HP. Today, Carter is excited about using SageCircle to expand the community's knowledge about the analysts and AR best practices.

Dave and Carter are also the leading experts on how to apply the ARchitect analyst relationship management (ARM) application to everyday AR activities.

**What clients say...**

"No matter what the perspective, when it comes to analyst relations - you will not find anyone in the business who is more knowledgeable than Carter. I've worked with Carter at three companies and am always amazed at his unconventional, yet comprehensive take on the technology industry. Now that he has served in all capacities - technology provider, analyst, analyst relations, and consultant - Carter covers all the bases for unbiased results. I recommend him 100%."

Cynthia Holiday, Upright Marketing

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