

Analyst Briefing Guideline

Analyst briefing is an opportunity for your company to present the products, services and business strategies about your target vertical. During an analyst briefing, the flow of information predominates from you and is not interactive. Mike Ghasemi may ask questions of clarification during analyst briefing session, however, his feedback is not the focus and should not play a part or role within any given vendor briefing session.

Please read this document carefully to achieve maximum benefit from your analyst briefing session.



1. Maximum an Hour

Please don't be late. Don't focus on the information available on your website. Too many briefings end with revealing the really new and compelling idea two minutes before our call ends and the next call must begin.



5. Provide your Presentation Materials Early

We do not accept presentation materials that are literally sent seconds before a briefing. It's unfair to ask an analyst to download and review your presentation in the 60-second window before the briefing. Please send us your slide deck one day in advance.



2. Maximum Three Executives on a Call

Again, those 60 minutes elapse quickly. Everyone wants the opportunity to talk. This results in too much noise and very little signal.



6. Don't Assume We're Always Online

Please be prepared to provide the briefing to our analyst from an airport gate or at a conference with no wifi. So please do send those show-and-tell materials in advance and be ready to call the analyst mobile from your desk phone.



3. Please Tell us Who You Are

Our analyst would like to look up your team bios and LinkedIn profiles. This saves a lot of time on introductions and allows them to prepare better, more focused questions. Please send us the names and titles of your team member in advance.



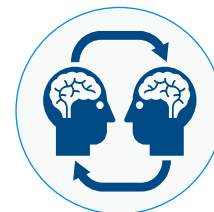
7. Please Talk Clearly and into the Phone

Please talk directly into the phone, particularly if English is not your native language or you have a strong accent. We're trying to understand one another. The analyst is also taking notes.



4. A Briefing is not a Speech, it's a Conversation

A briefing is a presentation, but it's also a conversation. The analyst has questions, as well as a research agenda. Ask questions such as: Any questions? Is that clear? Does this relate to any research projects you're working on now? Try to make the briefing even more relevant to the analyst than they hoped it would be when they set it up with you.



8. Listen to Us too

Our analysts are very well connected and ahead-of-the-curve informed about the industry sectors we microscopically cover. A briefing is hardly an advisory session, but we may well make an observation, comparison, or remark that could serve you well. Listen for those tips.