



Tell Your Breakthrough Go To Market Story Workshop

- **When - Friday, 12/15 9am - 4pm**
- **Where - At the Dojo, Mountain View, Ca**
- **Instructor - Ken Rutsky, Author Launching to Leading, Founder of The Go To Market Dojo, Silicon Valley**

In today's crowded and information overloaded market, your story matters more than anything in getting noticed, prioritized and winning. But it's really not your story; it's your customer's. And if you tell it well, you can impact top and bottom of funnel quantity and quality metrics by as much as 6x!

In this highly interactive and engaging day, you'll not only learn how to tell a breakthrough Viewpoint Story, you'll actually build a first version of your own. Ken's framework, developed over the last decade, has been used by both start-ups and larger companies to position their offerings as the "magic" in their customer's journeys. Companies like FireEye, Nimsoft and others have used this framework to define and lead their markets generating over \$8B in liquidity for investors.

This 1-day workshop let's your roll up your sleeves and learn this methodology from the creator of it at a fraction of the typical cost of engagement. Bring it back to your team and you'll be the hero to your organization - it's magic!

"The process we went through with Ken was transformative. It crystallized the value and uniqueness of our offering to our customers in a way we never expected. It has changed not only the way we talk about our service, but the way we think about it and our priorities going forward," Robert Prigge, Chief Revenue Officer, Jumio

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Standard Price- \$995

Early Bird Before 11/15- \$845

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Volume and Team Discounts Available!