

Go-To-Market Revenue Strategies

A 1099Partners Workshop



Benefits

- + Access to experts without the expense and commitment of a traditional consulting engagement or full-time employment.
- + Execution-oriented focus.
- + Workshops are customized to specific client needs.
- + Access to experts for follow on work, supervision, or implementation.
- + Deliverables are client intellectual property.

1099Partners Go-To-Market Workshop

This workshop focuses upon the strategy and implementation of business development to secure revenue, partnerships and establish market presence. Successful technology organizations focus upon particular markets, geographies, ecosystems and channels to maximize their potential. This session accesses local expertise to validate the approach. Depending upon the client's requirements the workshop typically incorporates an expert in a particular niche... i.e Wall Street, Washington, Telecommunications, distribution channels, etc. Experts not only provide their review of the client's plan but also provide specific local input such as preferred marketing venues, decision makers and key contacts.

About 1099Partners

1099Partners is a consortium of technology executives who have either transitioned from five day corporate roles or successfully exited from emerging technology firms. They are not "between job" consultants but individuals who are hands-on, execution-oriented personnel who wish to stay engaged with firms on a project basis. Access to the team is without employment commitments, complicated or expensive sourcing arrangements, or full time obligations such as benefits. Each 1099 individual Partner leads workshops in their area of expertise, can serve as interim staff, or provide network or local geographic personnel access for clients. Our executives provide expertise in either strategy sessions such as diligence, or serve in execution roles such as business development, sales, finance, marketing and similar functional needs.

Other Popular 1099Partners Workshop Topics

- Bio-Engineering: IP regulatory challenges and partnerships
- Digital Strategy and Audit: Interactive health and competitive position
- M&A: Considerations for technology resellers
- Cloud Computing: Transitioning strategies for software suppliers; Implementation considerations for Enterprises
- Mainframe Negotiations: Alternatives for hardware and support
- Oracle/Sun:® Enterprise alternatives
- IP Code Review: Addressing current M&A standards
- State and Local Government: Business Leverage

These workshops range from 1-2 days and can be delivered on-site or interactively.



Unique Access to Senior
Business Professionals and
their Network Contacts

For a complete listing of current offerings and expertise domains, or for more information, please email us today at info@1099partners.com.