



## The EXECUTIVE ROUNDTABLE SALES PRODUCTIVITY TOOL

Expand your business with relationship-based engagements



### Three unique values

- Enhances client relationships
- Delivers 70 client executives at once
- Earns you the right to exchange views

*Access Group's signature "Kitchen Table" executive meetings are the basis for a ripple-chain of exemplary sales engagement processes.*

The Executive Roundtable is a uniquely interactive meeting of invitation-only CEOs, CFOs, CTOs, CIOs and other senior officers. Working with you, Access Group develops an issue of strategic value, and positions you as the thought leader whose concern invites executives to "jump the heartburn gap" and solve their problems.

For your executive prospects, the Executive Roundtable Conversation can be transformative. For sponsors, it can create instant relationships bonds around issues that your prospective clients raise, provide access to scores of executives at once, and earns you the right to exchange business cards, views and comments with each executive.

Executive Roundtables: building top-level relationships, three steps at a time.

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## FORMAT

**STYLE:** Dynamic, highly interactive, expertly facilitated kitchen-table conversations around a central theme/topic. Conversation uncovers what is truly important, identifies existing (often hidden) commitments and what the future may hold.

**ALL PARTICIPANTS:** are encouraged to put on their consulting hats and advise the room on strategy while working with everyone to create areas for innovation and breakthrough ideas.

**FRANK EXCHANGE:** of viewpoints and ideas. Networking and relationship-building occurs naturally and effortlessly.

**INSIDE:** When used within organizations, silos dissolve while competitiveness is enhanced.

**OUTSIDE:** When used with business partners and customers, facilitates added revenue and better results.

**TAKE-AWAYS:** All participants benefit from insight sharing, which results in harvesting the best-of-the-best ideas from the morning.

**Each Event is about 60-80 CXOs.** We typically get CEO's, CIO's, CFO's, Chief procurement officers, Business Unit Executives



Only in an Access Group Kitchen Table Conversation would you obtain:

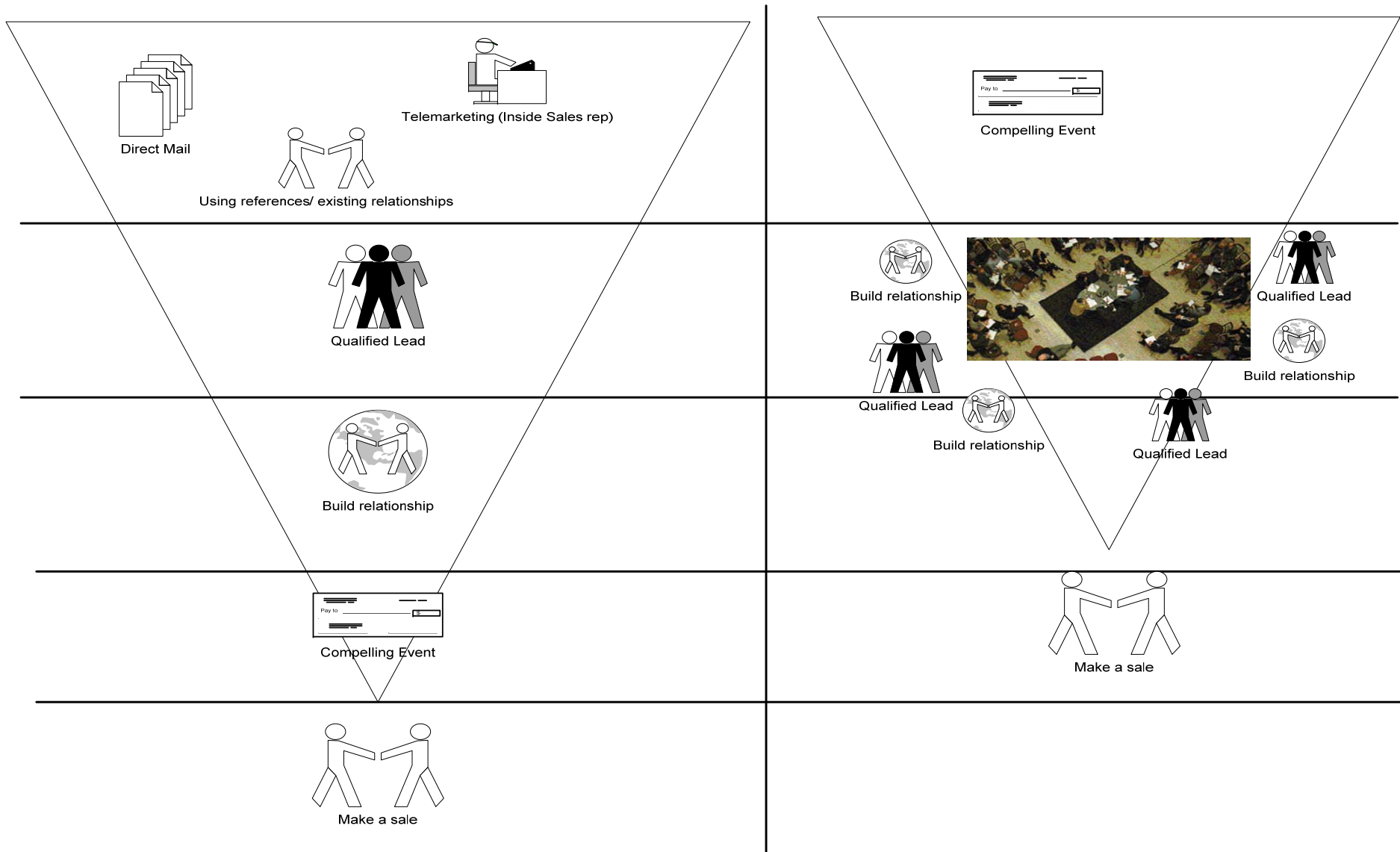
- ➔ A ***room full of motivated buyers***, who would not be attending unless they needed help
- ➔ ***Well-researched backgrounds*** on the intentions of executives in your target sector
- ➔ A ***welcoming environment*** to meet executives informally and exchange thoughts
- ➔ Conversations ***structured to solve business issues***, while encouraging open thinking
- ➔ A customized session targeting executives in your ***primary strategic markets***

The bottom line -- sponsors of Access Group programs find that they are able to "jump the sales cycle" and connect directly, in a meaningful way, with the senior level of prospect companies. Access Group's Kitchen Table Conversations **guarantees** a unique way of building relations with decision makers, allowing you to "talk to the top".

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## Standard Business Development Approach

## The Access Group Approach

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## Executive Participants Conversation

### Financial Services:

President, TD Canada Trust

President, BMO Financial Group

CEO, RBC Action Direct

### Government:

Director General, CIO

Director General, Transport Canada

### Manufacturing:

President, Boeing Toronto Ltd.

VP, Global Supply Chain, Celestica

EVP, COO, Superior Machine & Tool

President, Boeing Toronto

CIO, Stelco

AGM, Toyota

### Healthcare:

CIO, Smart Systems

CTO, CMA

CTO, Canadian Institute for Health

Information

CIO, Glaxo Smith Kline

### Professional Services:

CIO, Blakes

CIO, McCarthy Trault

Partner, Garfin Zeidenberg LLP

### Retail:

Director, Canadian Tire

CFO, All the Best Fine Foods

President, The Tall Girl Shop

## Executives Comment on the Kitchen Table

"I enjoyed the day and felt that *I did walk away with additional perspectives...I will bring a number of point of service/sale suggests to my next internal committee meeting* (which we do quarterly). I would be happy to attend another panel...Yes I benefited from attending and thank you."

Mario Mario Frankovich, CEO, Burgeonvest

*I have participated both as a guest and as a sponsor of The Access Group Roundtables. Second City Communications finds The Access Group's "innovative" methodology in attracting senior decision makers and providing them with an opportunity to share ideas about their challenges works very well. More importantly, we find both the executives and sponsors attending leave with a new and fresh perspective about the issues ahead and a clear understanding of possible solutions. The Access Group forums provide an opportunity for organizations to get unique insights into the areas of risk and opportunities facing their target customers.*

Steve Johnson, President, Second City Communications

In today's new flat world, enterprise organizations face a high degree of complexity and operational risks. As a result, it is important for Chief Information Officers to align their activities to company objectives. As the Chief Information Officer at Smart Systems, I have participated in a number of Access Group kitchen table conversations. **I find Access Group does a great job in getting my peers from various organizations into a peer to peer roundtable and provide us with an opportunity to collaborate with each other** in an open forum where we can talk about our burning issues and help each other come up with practical solutions. **I strongly recommend any vendor looking at getting access to CIOs or to CIO challenges to sponsor an Access Group kitchen table conversation.**

Roman Olarnyk, Chief Information Officer, Smart Systems

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## Planning and Qualifying

1. **Customized recruiting for your key prospects.** You provide us of your prospects and customers and we will be honored to invite them on your behalf and ask them to participate at your roundtable.
2. **Planning with your team.** The Access Group meets with your team to understand what is going on in your organization and what activities are making a difference. Using our "kitchen table" conversation model enables the team to better understand what the challenges and opportunities are ahead and how to use the seminar.
3. **Customized Agenda.** You spend one hour with the lead moderator telling him about specific challenges you face and how you would like to see progress.
4. **Competitive Intelligence Sheet.** Prior to the event, we conduct an in-depth conversation with a majority of the participants registered to attend. Here, you will have an opportunity for us to ask questions about their challenges on your behalf. The resulting [Competitive Intelligence Sheet](#) provides you an in-depth understanding of the issues as perceived by the attendees.

## Relationship Building

1. **Cocktail Party.** A cocktail reception is organized prior to the event where you have the opportunity to learn from a keynote speaker or an [executive from a manufacturing organization](#) how they buy services. This allows your team to tailor their approach when they plan their sales strategy.
2. **Promote one of your customers.** Your organization will have the opportunity to promote one of your key customers by inviting him/her to the leadership panel and having them participate in the conversation with you. Some restrictions apply.

## Establishing Credentials

1. **Participate at the Leadership Panel.** At the event, one of your senior executives will have a seat at the leadership panel and participate in all discussions.
2. **Provide a brief keynote speech.** During the event, one of your key executives will have an opportunity to speak to the entire audience about your organization's work.

## Generating Business

1. **Follow-up Luncheon.** Following the event, you and selected attendees can join us for a private lunch to network and share ideas. This provides the opportunity to further establish a one-on-one relationship.
2. **Workshop to create an Action Plan.** A 'digestive' session using our *Solution Focus Methodology* takes place once the roundtables are over. The end result will combine all findings from the pre-event kitchen table conversations with the findings from your customer roundtables to provide your sales and marketing people with a real actionable "to do" list to increase your sales and market share.
3. **White paper.** Within two weeks, we publish a white paper with the ideas generated from the roundtables and quote your executive(s) in the paper. The paper will be provided in MS Word format so that you can rework, redesign it, and publish it. Many companies use the white paper to establish its credentials and to use it for further lead generation.  
*Diamond sponsors generally publish the white paper in a journal or magazine, other sponsors are limited to re-printing and distribution.*

Samples of past white papers are available on request.

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## Summary of sponsorship services

Services	Diamond	Gold	Silver
Strategy Session with your Sales and Marketing teams			
Strategy Session with your business resellers	✓		
Recruitment of well-branded partners who have existing relationships with your target audience (i.e. Universities, Associations, Executive Search Firms, etc)	✓	✓	✓
Customized Recruiting for the event (which companies you would like us to focus on); at least 3 emails & telemarketing			
Recruiting – 300 contacts			
Recruiting – 180 contacts	✓		
Recruiting – 60 contacts		✓	
Your input on pre-event conversation with participating guests			
Competitive intelligence (TIPS sheet) generated from conversation	✓		
Pre-dinner cocktail reception with fellow hosts, partners & keynote	✓		
Attendees at a dinner with leadership panel	2	0	
Complete list of attendees prior to the event for further marketing	✓		
Complete list of attendees post-event for further marketing	✓		
Participation of a current customer at the leadership panel	✓	✓	
Greeting opportunity at the event (2 mins)	✓		
Opportunity to give gifts to participants	✓		
Lunch sponsorship (based on 80% participation)			
Customized Roundtable Topic at the event	✓		
Post-event debrief session			
Copy of the white paper	✓	✓	✓
Quotes in the white paper	✓		
Branding on email invitations, event agenda, white paper, press release (5,000 copies distributed)			
Number of seats at event	5	3	1
Sponsorship Prices	<b>\$19,500</b>	<b>\$15,500</b>	<b>\$3,000</b>
Have us make follow up appointments for you: this unique telemarketing campaign will have our internal reps call and make appointments on your behalf	<b>Optional extra</b>		

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## Past Sponsors

Adobe Canada  
Accenture  
Adecco  
Ajilon  
Allstream  
Bell Mobility  
CATAAlliance  
CGI  
Cisco Systems  
Gartner  
Grant Thornton  
Holloway Schultz  
Ian Martin  
IBM Canada  
IDC  
Itbusiness  
The Ivey Business School  
KPMG  
Microsoft Canada  
MTCG & Associates  
Navantis  
Quartet Service  
Roevin  
SAP  
SAS  
Second City Communications  
Siemens Canada  
Tata Consulting  
ThinData

## Sponsors Comment on the Kitchen Table Conversation

"The Access Group's Executive Roundtable provided a forum for Adobe to meet with **SVP's of the top Canadian banks in a open environment** so that we can better *understand their issues and the problems they are trying to solve*. As a result of participating in the event **I was able to obtain follow on meetings with key contacts at the banks to engage in further discussions.**"

Rob Henshaw, Senior Enterprise Account Manager, Adobe

"The executive round-table provided tangible results towards our goals of advancing Adobe's understanding of this large market segment and identifying qualified prospects for our current set of solutions. **Being in a room and participating in candid discussions with that many high-level executives is a rare opportunity to gain valuable insight into the challenges they face and how they prioritize them.** We were able to validate our understanding of manufacturer's current requirements as they relate to Adobe's focus and how they are likely to evolve."

Jim Merry, Account Executive, USA, Adobe

"Over the last year, The Access Group has worked with CATA members to help them break into target markets and get access to senior decision makers.

We have found The **Access Group has a unique methodology in putting together interactive forums, serving as a powerful venue to attract and enable senior executives to speak to each other about their challenges and arrive at actionable steps for future success.**

*This unique model can add significant value to any organization looking at growing its market share within existing accounts and breaking into new markets."*

John Reid, President, Canadian Advanced Technology Alliance

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