

Message from the President & CRO

Sales Kick Off Communication

Objective: One-to-many communication from President & CRO to rally GTM employees around the 2024 Sales Kick Off event for B2B software company.

Copy:

Create value at every turn in the customer's journey. When we demonstrate the full value and commitment of our platform and team, the impact will follow - adoption accelerates, analytics culture thrives, and customer outcomes skyrocket.

Now, we will keep the momentum going and increase the pace of our progress. We will win the hearts and minds of IT by proving that you *can* scale analytics for all while maintaining security and governance. And we will continue to empower our line of business leaders and users with advancements like generative AI that make their work better, faster and more satisfying.

Please mark your calendars for <dates> to come together in Las Vegas for ALL RISE 2024 to kick off what promises to be a fantastic year. Registration details coming your way soon.

We will learn, network and grow during a three-day experience with executive keynotes, innovative product demonstrations and curated breakout sessions. This is an invaluable opportunity to spend time with your peers in person, and to hear directly from leadership, customers and partners.

We know we have a unique platform with a value proposition that can secure and differentiate any organization's future. Together, we will bring this to market and drive our growth.

Please join me as we show the world what Maveryx can accomplish together.

Message sent to all GTM employees globally.