

## Message from the President & CRO

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### Moonshot Program Announcement

**Objective:** One-to-many communication from the President & CRO of software company to field teams regarding new moonshot sales program.

**Copy:**

GTM Team,

Are you ready to be bolder and think bigger than ever before to deliver more value to your customers while driving significant growth for our business? Let's push the boundaries of what is possible with our Moonshot Program!

Moonshots are curated opportunities that create breakout moments for accounts and pull key levers to close our largest wins in history. They align with our customers' current and future business outcomes and accelerate time-to value by automating operations, upskilling workers and unlocking insights-driven decision making.

**Turning moonshots into reality**

Teams across GTM have collaborated on a thorough and thoughtful program to provide our field teams with the support you need to plan, position and execute moonshots across our customer base and all three regions. This includes a transformation framework that identifies the planning/assessments, transformation playbook and roles/responsibilities to make these moonshot deals a huge success for every AE. More to come on that soon.

There is no time like the present to ask for what you and your customer might need to deliver moonshots. We are counting on each of you to deliver on these strategic opportunities and the entire GTM team is here to help. Let's go!

*Message sent to GTM sales teams globally.*