BOOST TRAINING

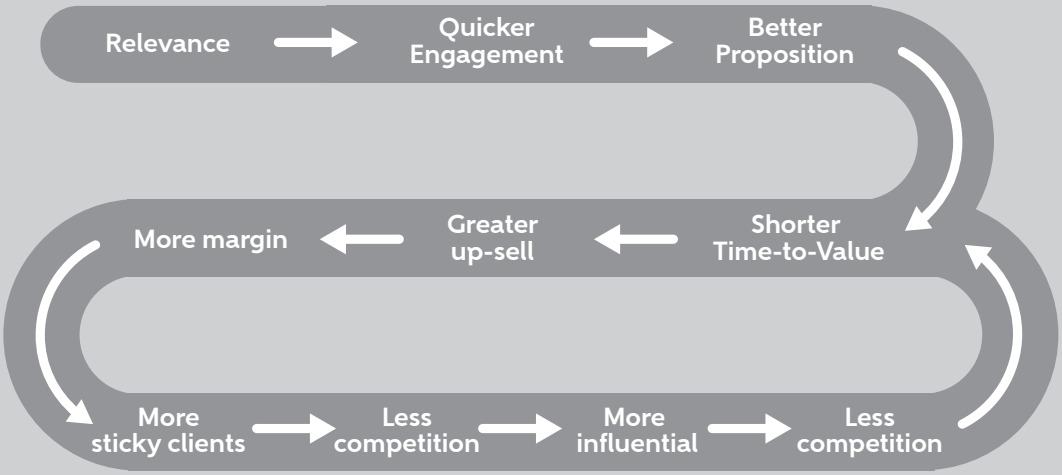
The Vertical Game

Tech sales & marketing teams

1 DAY

WHY

According to a recent study by McKinsey's, nearly three quarters of top-ranking Managed Service Providers have a vertical-centric Go-To-Market strategy. It's no surprise that developing sales & marketing motions for specific vertical industries is good for business as the more tailored the proposition, message, and engagement strategy is, the more relevant it will be.



WHAT

The Vertical Game *(exclusively from Boost Training)* has been developed to help:

Inform	Structure	Test
Your sales & marketing team will learn WHY being vertically-capable is good for business	Your sales & marketing team will be provided with a framework to help them keep up to date with their chosen vertical industries	Your sales & marketing team will be tested to check their capability to be vertically self-sufficient

HOW

The training takes place in a classroom over one day.
In the moment feedback is provided throughout the training.

In the morning the sales & marketing delegates will learn why developing a vertical-capability is good for them and good for business.	In the afternoon the delegates will get a chance to put in to practice what they have learned by playing The Vertical Game (exclusively from Boost Training).	After two hours of game play the delegates will be tasked with working in teams to pull together a presentation on their chosen vertical industry.
Duration: 0.5 day	Duration: 2 hours	Duration: 1.5 hours

+Vertical-specific resources

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