



Communication Plan

Strategic Communications

June 2024



Verizon Velocity Selling / What benefits does it offer?

Verizon Velocity Selling is a new sales conversation framework that takes into account opportunity management, coaching models, and fact based forecasting. VVS addresses the gap in Verizon Connect Sales by prioritizing the values of making sales conversations **memorable**, **repeatable and less variable**, and **data driven**, as well as **improving career mobility**.



Communications Timeline

Communication plan for introducing and promoting Verizon Velocity Selling.

Teaser 1 Mid-June

Teaser featuring content from VVS: What is Power?

Teaser 2 Mid-June

Teaser featuring content from VVS: What is Vision, Pain, Value, Consensus?

Full Comm Late June

Comm with more detailed information on VVS – what are the benefits? Why should reps use it?

Newsletter Late June

Feature VVS in the Operational Connect (sends to all Sales/Sales Ops)

Follow Up Early July

Including testimonials from reps who use VVS and/or tips on how to use best.

Update Mid July

Include testimonials, links, KB articles, etc.



Teaser Examples



Start fast. Finish first.

Start your engine, race to the finish line and take a victory lap with an epic travel experience.

The **Q1 Fast Start RETURNS**: this contest is your opportunity to boost sales at the start of 2024 and WIN prizes for your hard work!



Stay tuned for more details, prize information and criteria soon to come!

Get ready for the next **INTL Asset Contest!!**



The mic is yours: Make your next pitch **COUNT** and win prizes!!

The **INTL Asset Contest RETURNS!!**

For the month of June, get ready to pitch your asset speech in each deal to rank at the top 3 of your category to win amazing prizes.

More information on criteria and prizes will be shared next week.
Stay tuned!



Potential graphics / branding



What are the most important things to communicate about Verizon Velocity Selling?

What information do reps/sellers need to know about VVS?

Topic 1	Topic 2	Topic 3	Topic 4	Topic 5
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Introducing **Verizon Velocity Selling**: a new program for Sales!



What?

Verizon Velocity Selling is a new sales conversation framework that takes into account opportunity management, coaching models, and fact based forecasting.

Who?

- ENT Sales Segment - CPs, MPs, SE, and ProServe

Why?

Verizon Velocity Selling addresses the gap in Verizon Connect Sales by prioritizing the values of making sales conversations **memorable**, **repeatable and less variable**, and **data driven**, as well as **improving career mobility**.

STAY TUNED for more details and to see how **Verizon Velocity Selling will work for YOU!**



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Thoughts?

Let me know what you think! What am I missing? How do you think we should communicate this program?

