

ICP Summary: The Overwhelmed EVP

Quick Reference Guide - CORRECTED ENTRY PATH

WHO THEY ARE

VP/EVP/Senior Director at 1K-10K employee company (tech, pharma, finance). Age 38-55, managing 15-50 people. High-performing team showing burnout signals. Planning or recently had team offsite/retreat.

THEIR PAIN

Team: Disengagement, turnover, low energy, poor focus, mistakes increasing

Personal: Carrying team stress, tight neck, shallow breathing, Sunday anxiety

Fear: Losing key people, engagement scores dropping, can't solve with more headcount

WHAT TRIGGERS PURCHASE

- Planning team offsite/retreat (proactive moment)
- Key person gives notice citing burnout
- Engagement survey disaster
- Major project failure due to team exhaustion
- 360 feedback mentions team energy
- Peer says 'you need this at your next offsite'

ENTRY POINT & UPSELL PATH (CRITICAL)

PRIMARY ENTRY: Offsite Workshop (\$10-15K for 45 min, 15-25 people)

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UPSELL A: Private coaching for EVP themselves (\$3K-4.5K package + ongoing)

UPSELL B: Quarterly team sessions (not weekly - that's harder sell)

LATER: Weekly ongoing program (only after proven value)

MESSAGING THAT WORKS

Say: "Perfect for your Q2 offsite" | "45 minutes everyone remembers" | "Carnegie Hall techniques for high-stakes moments"

Don't say: Weekly workshops, ongoing program, wellness initiative, stress management

HOW TO REACH THEM

1. Warm intro: James (Amazon), Alicia (AstraZeneca), Stephen (Eli Lilly)
2. Lead with offsite opportunity: 'Planning team retreat in Q2?'
3. Share Brandon workshop success (not ongoing program story)
4. Partnership rate for pilot workshops
5. Plant seed for personal coaching, don't push

FIRST CALL GOALS

- Understand offsite/retreat plans and timing
- Share Brandon's 45-min workshop transformation
- Gauge interest for April-June 2026 offsite
- Mention private coaching as option (casually)
- Get L&D; contact if they coordinate retreats

SUCCESS METRICS THEY NEED

For workshop: Immediate energy shift, team feedback post-session

For private coaching: Their own stress levels, leadership presence, performance in high-stakes moments

For quarterly: Sustained team engagement, retention

OPENING EMAIL TEMPLATE

Subject: "Question about [team name]'s next offsite"

Hi [Name], heard you might be planning a team offsite for Q2. I work with VPs at [similar companies] on something that doesn't fit typical "team building" - 45-minute sessions using performance techniques from my Carnegie Hall background, adapted for high-pressure business moments. Attendees consistently say it's the session they remember most. Worth a quick conversation? 15 min?