

# 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?