



# MAX'S EMERGENCY PRODUCT WORKSHOP

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Creating your “oh-shit” service for  
times of crisis and spending  
freezes.

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# WHAT'S INCLUDED?

## **Max: Facilitation & Product Development**

Identify your MOST ESSENTIAL offering to client base in times of crisis.

## **Susan Tatum: Outreach & Conversation Strategy**

Research, list creation and outreach messaging to generate conversations with ideal customers.

## **Katrina Busselle: Accountability**

Ensures follow through on action plan via team scheduling & accountability calls.

Resource	How is it used?
<b>Conversation Guide</b>	Major points of discussion for target accounts leading to essential services.
<b>Proposal Template</b>	Set client expectations with defined strategic deliverables, work process and fees. (3-5 page proposal)
<b>Service Overview</b>	Action plan for service delivery.
<b>Target Contacts &amp; Messaging</b>	Conduct targeted outreach to get conversations with potential buyers.

*"Max found a way we could offer maximum value during COVID-19."*

*Steve St. Clair | Trouble Group*

# WORK PROCESS

Stage	Objective	Date
<b>Product Workshop</b>	Determine target account & essential service outline.	Day 1
<b>Conversation Guide &amp; Video</b>	Create bullet points to guide initial conversation with client..	Day 2
<b>List Creation &amp; Outreach</b>	Identify net new prospective clients and start conversations	Day 2
<b>Proposal Creation</b>	Create re-usable document which sets expectations for deliverables and work process.	Post Client Conversation

**“I was able to quickly pivot my business and simplify my offering faster than anyone else in my space. I’m having more conversations with ideal clients than ever before.”**

-Dr. Roxie Mooney, Commercialization Strategy for Healthcare Innovators

# ENGAGEMENT FEES

What's included	NORMAL Fees
Everything on the previous pages!	\$6,000
	COVID-19 Fees
Everything on the previous pages!	"Pay what you can"