

THE CMO'S *Guide*

Best Practices for Selling to Talent & Learning Leaders



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UNDERSTANDING THE CHIEF LEARNING OFFICER AND CHIEF TALENT OFFICER LANDSCAPE



In the ever-evolving world of business, roles and responsibilities are continually adapting to meet the demands of a rapidly changing landscape. Two vital positions that have gained prominence in recent years are those of Chief Learning Officers (CLOs) and Chief Talent Officers (CTOs). To effectively engage with these key decision-makers, it's essential to gain a comprehensive understanding of their roles, priorities, and the landscape they navigate. In this chapter, we demystify the roles of CLOs and Chief Talent Officers, shedding light on what makes them tick and how to connect with them on a deeper level.

The Chief Learning Officer (CLO)

At the heart of any organization's growth and adaptability lies the role of the Chief Learning Officer. CLOs are responsible for overseeing the learning and development strategies that empower employees to thrive in today's competitive business environment.

- **Primary Focus: Learning and Development Strategy**
 - CLOs are the architects of an organization's learning and development initiatives. They design and implement training programs, e-learning platforms, and other educational opportunities that equip employees with the skills and knowledge necessary for success. Their goal is to ensure that the

workforce remains adaptable, agile, and aligned with the company's strategic objectives.

- **Empowering Talent Development**

- A significant aspect of the CLO's role is fostering a culture of continuous learning within the organization. This involves providing the resources and tools for development and empowering employees to take ownership of their learning journeys. Metrics such as training effectiveness, skill acquisition, and knowledge retention are used to gauge the impact of learning programs.

- **Keeping Up with Industry Trends**

- In today's fast-paced world, staying ahead requires innovation. CLOs are tasked with staying up to date on the latest trends and technologies in learning and development. They aim to introduce innovative methods that make training more engaging, accessible, and effective.

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The Chief Talent Officer (CTO)

On the other side of the HR spectrum, we have Chief Talent Officers who oversee a broader range of responsibilities related to human capital. While the roles of CLOs and CTOs may overlap in some areas, the CTO focuses on the broader talent strategy and organizational development.

- **Primary Focus: Talent Management**

- CTOs are responsible for attracting, retaining, and developing top talent within the organization. They create HR strategies that align with the company's overall goals and objectives, ensuring that human capital supports business growth.

- **Employee Relations and Organizational Culture**

- In addition to talent management, CTOs play a pivotal role in shaping the organization's culture and values. They address employee concerns, manage conflicts, and work towards maintaining a positive work environment. Ensuring compliance with labor laws and regulations is critical to the

CTO's role.

- **Organizational Change**

- CTOs guide the organization through periods of change, including mergers, acquisitions, and restructuring. They manage the human side of these transitions, helping employees adapt to new challenges.

- **Diversity & Inclusion**

- CTOs are instrumental in promoting diversity and inclusion (DEIB) initiatives, creating a workforce that reflects a variety of backgrounds and perspectives.

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Collaboration Between CLOs and CTOs: A Winning Strategy

While CLOs and CTOs have distinct roles, their collaboration can lead to a more holistic approach to talent management and development. Together, they can:

- Align learning and development with HR strategies to ensure a cohesive approach.
- Measure the impact of learning programs on talent development.
- Foster a culture of learning and inclusivity.
- Create pathways for employees' career development, helping them progress within the company.

Understanding the roles of CLOs and Chief Talent Officers is the first step toward building strong relationships with these influential decision-makers. Their collective efforts drive organizational growth, ensuring that employees are equipped with the skills they need and empowered to thrive in today's dynamic business environment. As you navigate the landscape of CLOs and Chief Talent Officers, remember that collaboration, innovation, and adaptability are key to success.

Demystifying the Roles of CLOs and CTOs: What You Need to Know

Gain a comprehensive understanding of the responsibilities and priorities of CLOs and Chief Talent Officers to tailor your approach effectively.

In the intricate tapestry of today's corporate landscape, two positions have risen to prominence, each with its unique set of responsibilities and a profound impact on organizational growth and success: Chief Learning Officers (CLOs) and Chief Talent Officers (CTOs). As a Chief Marketing Officer (CMO), understanding these roles is not just a matter of professional curiosity; it's a strategic necessity. In this section, we embark on a journey to demystify the roles of CLOs and CTOs, arming you with insights on how to market to these influential decision-makers effectively.

Download the infographic that visually represents the priorities and pain points of Chief Learning Officers and Chief Talent Officers.

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The CLO: Architects of Knowledge and Growth

The CLO, often hailed as the "knowledge guru" within an organization, holds a critical role in shaping the workforce's learning and development landscape.

- **Learning and Development Strategy:** At the heart of the CLO's mission is the creation and execution of an organization's learning and development strategy. They design training programs, e-learning initiatives, and other educational avenues to equip employees with the skills needed to thrive in a competitive environment.
- **Empowering Talent Development:** CLOs are not just administrators of learning programs but champions of lifelong learning. Their aim is to foster a culture where employees take ownership of their growth and development. Empowering talent development ensures a workforce that can adapt and excel in a rapidly changing world.
- **Staying Ahead of Trends:** Staying ahead is crucial in the dynamic realm of learning and development. CLOs are at the forefront of innovation, constantly seeking new ways to make training engaging, accessible, and effective. They are the bridge between cutting-edge learning technologies and the workforce.

The CTO: Nurturing the Heartbeat of an Organization

The CTO takes a broader perspective, focusing on learning and the entire talent management spectrum.

- **Talent Management:** Central to the CTO's mission is talent management. They are responsible for attracting, retaining, and developing top talent. CTOs create HR strategies aligned with the organization's overarching goals, ensuring that human capital drives business growth.
- **Shaping Organizational Culture:** CTOs play a pivotal role in shaping the organization's culture and values. They address employee concerns, manage conflicts, and champion a positive work environment. Compliance with labor laws is a crucial facet of their role.
- **Embracing Change and Diversity:** As organizations evolve, CTOs guide them through changes like mergers, acquisitions, and restructuring. They navigate the human aspect of transitions, helping employees adapt. Additionally, CTOs are at the forefront of promoting diversity and inclusion initiatives, fostering a workforce that celebrates differences.

The Synergy Between CLOs and CTOs: A Marketer's Opportunity

While CLOs and CTOs have distinct roles, they often collaborate closely. As a CMO, this collaboration presents a golden opportunity for strategic marketing.

- **Alignment:** CLOs and CTOs work together to align learning and development with talent management strategies. Understanding this synergy enables you to tailor your marketing efforts to resonate with both.
- **Impact Measurement:** CLOs provide data on the effectiveness of learning programs. CTOs appreciate this data-driven approach. Demonstrating how your solutions align with their goals can be a winning strategy.

- **Fostering a Learning Culture:** Marketing your products or services as tools that support a culture of continuous learning and development can appeal to both CLOs and CTOs.
- **Career Development:** Creating pathways for employees' career development aligns with the goals of both roles. Highlight how your offerings facilitate professional growth.

Demystifying the roles of CLOs and CTOs is not just about gaining insights; it's about unlocking a strategic advantage in marketing. Understanding their responsibilities, challenges, and collaboration dynamics allows you to tailor your marketing strategies to resonate with these influential decision-makers. Remember, CLOs and CTOs are not just gatekeepers; they are the architects of knowledge, growth, and the future of organizations. As a CMO, you now have the key to speak their language and make a lasting impact.

Key Challenges and Priorities of CLOs and CTOs: Insights for Marketers

Explore the challenges and strategic objectives that CLOs and CTOs face, providing valuable insights for marketers.

In the ever-evolving landscape of modern business, it's not just about knowing your target audience—it's about truly understanding their challenges, priorities, and aspirations. For Chief Marketing Officers (CMOs), this depth of understanding can make all the difference in crafting effective marketing strategies. In this section, we dive deep into the world of Chief Learning Officers (CLOs) and Chief Talent Officers (CTOs), shedding light on the key challenges and strategic objectives they face. By gaining insights into their world, you'll be better equipped to tailor your marketing efforts for success.

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The Challenge-Filled World of CLOs

As architects of an organization's learning and development landscape, CLOs face a unique set of challenges:

- **Rapid Technological Advances:** CLOs grapple with the ever-accelerating pace of technological change. Staying up-to-date with

the latest learning tools and platforms is a perpetual challenge.

- **Engagement and Retention:** Keeping employees engaged in training programs and retaining the knowledge gained is an ongoing struggle. CLOs are constantly seeking ways to make learning more captivating.
- **Measuring Impact:** Determining the effectiveness of learning initiatives is complex. CLOs need to demonstrate a clear return on investment (ROI) for their programs.
- **Customization Demands:** Employees expect personalized learning experiences. Meeting this demand for customization can be challenging, especially in large organizations.

Strategic Priorities of CLOs

To address these challenges, CLOs prioritize several strategic objectives:

- **Aligning with Business Goals:** CLOs aim to ensure that learning and development strategies align seamlessly with the organization's broader business objectives.
- **Enhancing Employee Experience:** Creating a positive and engaging learning experience for employees is a top priority. CLOs understand that engaged employees are more likely to stay and contribute to the company's growth.
- **Measuring and Demonstrating Impact:** CLOs are increasingly focused on data-driven decision-making. They seek tools and solutions that enable them to measure the impact of learning programs effectively.
- **Navigating Technological Advancements:** Embracing emerging technologies like AI and VR is central to CLOs' agendas. They are on the lookout for solutions that can keep their training methods cutting-edge.

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The Complex Realm of CTOs

Now, let's shift our focus to Chief Talent Officers (CTOs), whose responsibilities span the broader spectrum of talent management:

- **Talent Scarcity:** One of the foremost challenges CTOs face is the scarcity of top talent, especially in specialized fields. Finding and attracting the right candidates is a constant battle.
- **Retention:** Once top talent is onboarded, retaining them is equally challenging. CTOs must create an environment where employees want to stay and grow.
- **Diversity and Inclusion:** Promoting diversity and inclusion isn't just a buzzword; it's a strategic imperative for CTOs. They grapple with making their organizations more inclusive and equitable.
- **Navigating Change:** In a world where change is the only constant, CTOs must guide their organizations through transitions like mergers, acquisitions, and restructuring.

Strategic Priorities of CTOs

To tackle these challenges, CTOs focus on strategic objectives:

- **Talent Acquisition:** Finding and attracting top talent is at the core of the CTO's role. They seek solutions that streamline recruitment and help identify the best-fit candidates.
- **Employee Development:** CTOs prioritize employee growth and development, as it leads to higher retention rates and a skilled workforce. They look for learning solutions that align with career progression.
- **Diversity and Inclusion Initiatives:** Creating diverse and inclusive workplaces is a top goal for CTOs. They seek partners who share their commitment to DEIB.
- **Change Management:** CTOs are often at the helm during organizational changes. They seek tools and strategies that help manage transitions smoothly and ensure minimal disruption.

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How Marketers Can Connect

As CMOs, your role is not just to sell a product; it's to offer solutions to these challenges and align with strategic objectives:

- **Customization:** Offer solutions that can be tailored to the unique needs of CLOs and CTOs. Personalization is key in addressing their challenges.
- **Data-Driven Insights:** Highlight how your products or services can provide valuable data and analytics to measure impact and make informed decisions.
- **Thought Leadership:** Position your brand as a thought leader in addressing the challenges and priorities of CLOs and CTOs. Provide educational content that adds value to their roles.
- **Collaboration:** Foster collaborative relationships with these leaders. Understand their pain points and work together to find solutions that genuinely address their needs.

By recognizing the challenges and priorities that CLOs and CTOs face, CMOs can elevate their marketing strategies to a new level of effectiveness. It's not just about selling a product; it's about providing solutions that make a tangible difference in their complex, ever-changing worlds.

BUILDING CREDIBILITY AND TRUST



Establishing Trust with CLOs and CTOs: Strategies for B2B Sellers

In the world of B2B sales, trust is the currency that makes transactions possible. When it comes to Chief Learning Officers (CLOs) and Chief Talent Officers (CTOs), building trust is not just a bonus—it's essential. In this section, we delve into strategies for B2B sellers to establish trust and credibility with CLOs and CTOs, fostering long-term and mutually beneficial relationships.

[Download 10 Steps to Showcase Thought Leadership in Learning & Talent Development.](#)

Understanding the Value of Trust

Before we dive into strategies, let's emphasize why trust matters so much in your interactions with CLOs and CTOs:

- **Complex Decision-Making:** CLOs and CTOs make critical decisions impacting their organizations' learning, development, and talent management strategies. Trust is the foundation upon which these decisions are built.
- **Long-Term Partnerships:** Building trust is not about securing a single sale; it's about nurturing long-term partnerships. When

trust is present, CLOs and CTOs are more likely to turn to you as a reliable source of solutions.

- **Risk Mitigation:** Trust mitigates perceived risks. When CLOs and CTOs trust you and your offerings, they are more willing to invest their time and resources with confidence.

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Strategies to Build Trust

Now, let's explore actionable strategies to build trust when engaging with CLOs and CTOs:

- **Authenticity is Key:** Be genuine in your interactions. Authenticity shines through in your communication, and CLOs and CTOs appreciate honesty. Avoid overpromising and underdelivering at all costs.
- **Provide Value from the Start:** Begin your engagements by offering value, whether it's through insightful content, relevant data, or practical advice. Show that you genuinely want to help them succeed.
- **Showcase Expertise:** Position yourself as an expert in your field. Demonstrate a deep understanding of their challenges, objectives, and industry trends. Share thought leadership content that showcases your knowledge.
- **Listen Actively:** Effective communication is a two-way street. Listen attentively to their needs, concerns, and goals. Show that you're not just there to sell but to solve their problems.
- **Be Transparent:** Transparency builds trust. Be upfront about your products or services, their capabilities, and potential limitations. Avoid hidden agendas or surprises.
- **Consistency Matters:** Consistency in your messaging and actions is crucial. It reinforces your reliability and trustworthiness. Ensure that all team members representing your brand maintain a consistent message.
- **Deliver on Promises:** If you make commitments, be sure to fulfill them. Consistently delivering on promises reinforces your

credibility and reliability.

- **Cultivate Long-Term Relationships:** Shift your mindset from transactional to relational. Invest time in building meaningful, ongoing relationships with CLOs and CTOs. Understand their evolving needs and adapt your solutions accordingly.
- **Offer Tailored Solutions:** One-size-fits-all solutions rarely work. Tailor your offerings to the specific challenges and goals of each CLO and CTO you engage with. Show that you've done your homework.
- **Seek Feedback:** Invite feedback and be open to constructive criticism. It demonstrates your commitment to continuous improvement and your willingness to adapt to their changing needs.

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The Power of Trust in B2B Sales

In the realm of B2B sales, trust is the bridge that connects sellers and buyers. For CLOs and CTOs, trust is the assurance that you understand their challenges, have their best interests at heart, and can provide reliable solutions.

By following these strategies to establish trust, B2B sellers can create lasting connections with CLOs and CTOs, positioning themselves as trusted partners in the dynamic world of learning, development, and talent management. Remember, trust is not just an outcome—it's the foundation upon which successful, long-term relationships are built.

Leveraging Thought Leadership to Connect with CLOs and CTOs

In B2B marketing, standing out and making meaningful connections with Chief Learning Officers (CLOs) and Chief Talent Officers (CTOs) can be challenging. Amidst the sea of vendors vying for their attention, there's one strategy that sets you apart: becoming a thought leader. In this section, we explore the power of thought leadership in connecting with CLOs and CTOs and establishing your authority in the industry.

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The Influence of Thought Leadership

Thought leadership is not just a buzzword; it's a dynamic and effective strategy that involves positioning your brand as an authority and source of innovative insights within your industry.

Here's why it matters:

- **Trust and Credibility:** Thought leaders are seen as experts in their field. When you establish yourself as a thought leader, CLOs and CTOs are more likely to trust your recommendations and solutions.
- **Visibility and Recognition:** Thought leaders have a higher profile within their industry. This visibility can attract the attention of CLOs and CTOs who are looking for innovative solutions and fresh perspectives.
- **Engagement and Connection:** Thought leadership provides a platform for engaging with your target audience on a deeper level. It allows you to share valuable insights, foster discussions, and build meaningful relationships.

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Strategies for Thought Leadership

Now, let's explore actionable strategies for leveraging thought leadership to connect with CLOs and CTOs:

- **Engage in Webinars:** Hosting webinars on topics of relevance to CLOs and CTOs is an excellent way to showcase your expertise. Use these sessions to provide valuable insights, share best practices, and address pressing industry challenges. At BetterWork Media Group, we see that thought leadership panel discussions with executive-level speakers perform best. Another tip is to do a webinar series to provide multiple engagement opportunities for your target audience. Downloads: [Pre-Webinar Engagement Guide \(PDF\)](#) [Post-Webinar Engagement Guide \(PDF\)](#)
- **Create Valuable Content:** Develop high-quality, informative content such as white papers, research reports, and in-depth articles. Share these resources through your website, social media, and industry publications to demonstrate your industry knowl-

edge.

- **Breakfast Club 2-hour Virtual Events:** Consider sponsoring BMG's exclusive "Breakfast Club" events, where BMG invites CLOs and CTOs to discuss emerging trends, share experiences, and gain fresh perspectives. Your SME receives a spot at the table.
- **Speaking Engagements:** Secure speaking opportunities at industry conferences, seminars, and events where CLOs and CTOs gather. Share your expertise and insights on stage to establish your authority.
- **CLO Symposium:** The premier event for learning and development executives to gather and exchange ideas, best practices and emerging trends. Sponsor CLO Symposium and secure a speaking slot for your SME or a C-Suite Executive. These exclusive gatherings provide networking opportunities and a platform to showcase your thought leadership.
- **Thought-Provoking Blog Posts:** Maintain a blog on your website where you regularly publish thought-provoking content. Encourage discussions and comments to engage your audience.
- **Industry Research:** Conduct industry-specific research and share the findings with your target audience. CLOs and CTOs are keen on data-driven insights that can inform their decisions. Partner with BMG Research to conduct research on your behalf and create unique content customized to your needs.
- **Collaborate with Industry Influencers:** Partner with industry influencers, including CLOs and CTOs who have made a mark in their field. Collaborative content and discussions can amplify your thought leadership.
- **Join BMG Corporate Membership:** Join the vanguard of learning and development and talent management with BMG, an organization committed to helping shape and navigate the evolution of work. For over 20 years, our Chief Learning Officer, and Talent Management communities have been dedicated to advancing workforce L&D and talent management.

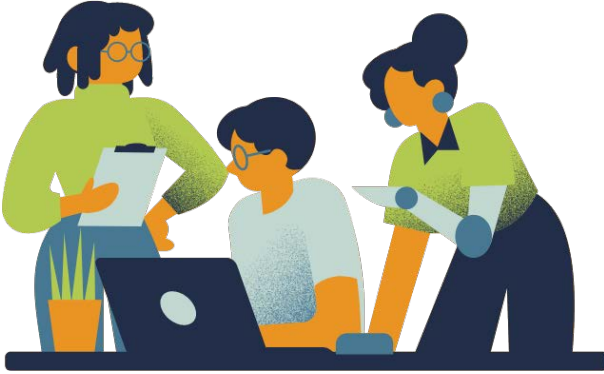
The Ripple Effect of Thought Leadership

Thought leadership has a ripple effect that extends beyond mere brand recognition. It fosters trust, sparks engagement, and nurtures lasting relationships with CLOs and CTOs. You position your brand as an invaluable resource by consistently providing valuable insights and demonstrating your commitment to industry advancement.

As a CMO, embracing thought leadership is not just a marketing strategy; it's a mindset that permeates your organization's culture. It's about contributing to the industry's growth, sharing knowledge, and connecting with the leaders who drive innovation and change.

The journey to connect with CLOs and CTOs begins with thought leadership. By positioning your brand as an industry authority, you become a trusted partner on their journey toward learning, development, and talent management excellence.

CRAFTING PERSONALIZED VALUE PROPOSITIONS



Tailoring Your Pitch: Creating Personalized Offers for CLOs and CTOs

In the world of B2B sales, one size rarely fits all. Chief Learning Officers (CLOs) and Chief Talent Officers (CTOs) are discerning decision-makers with unique challenges and priorities. To make a lasting impression and win their trust, tailoring your value propositions to meet their specific needs is an art worth mastering. In this section, we delve into the art of crafting personalized offers for CLOs and CTOs.

Why Personalization Matters

Personalization isn't just a trendy marketing buzzword; it's a strategy rooted in the principle that understanding your audience leads to more meaningful and successful interactions. When dealing with CLOs and CTOs, personalization is crucial for several reasons:

- **Relevance:** Personalized offers resonate with decision-makers because they directly address their unique pain points and objectives.
- **Engagement:** Tailored proposals capture the attention of CLOs and CTOs, making them more receptive to your message.

- **Trust Building:** Personalization demonstrates that you've done your homework and understand their needs, fostering trust and credibility.
- **Competitive Edge:** In a crowded marketplace, personalization sets you apart from competitors who offer generic solutions.

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Strategies for Personalized Offers

Now, let's explore effective strategies for crafting personalized offers that resonate with CLOs and CTOs:

- **Conduct In-Depth Research:** Before engaging with a CLO or CTO, invest time in researching their organization, industry trends, and their specific role and challenges. This knowledge forms the foundation for personalization.
- **Understand Pain Points:** Identify the pain points and challenges CLOs and CTOs face in their roles. These could range from talent acquisition and retention to learning program effectiveness.
 - **Download the infographic** that visually represents the challenges and priorities of CLOs and CTOs.
- **Tailor Your Value Proposition:** Customize your value proposition to address the identified pain points directly. Show how your product or service provides a solution that eases their specific challenges.
- **Highlight ROI:** CLOs and CTOs are results-oriented. Demonstrate how your offering delivers a clear return on investment (ROI) by solving their problems and achieving their goals.
- **Showcase Success Stories:** Share case studies and success stories that mirror the challenges and objectives of the CLO or CTO you're targeting. Real-world examples speak volumes.
- **Provide Data-Driven Insights:** Use data and analytics to support your proposals. Present evidence of how your solution has made a measurable impact on similar organizations.
- **Offer Flexible Solutions:** Recognize that CLOs and CTOs may

have unique preferences and requirements. Be flexible in your approach and willing to customize your offering further.

- **Build Long-Term Relationships:** Personalization extends beyond the initial pitch. Maintain an ongoing relationship and adapt your solutions as their needs evolve.

The Art of Personalization in Action

Imagine a scenario where you're reaching out to a CLO who has expressed interest in improving employee engagement. Instead of offering a generic pitch, your personalized approach might look like this:

- Begin by acknowledging their role and recent achievements in boosting employee engagement.
- Highlight a tailored solution that includes engagement-focused learning modules.
- Share data from similar organizations showing how your solution significantly increased employee satisfaction and retention.
- Offer a consultation further to discuss their organization's specific needs and challenges.

By tailoring your pitch in this manner, you demonstrate a deep understanding of their objectives and a commitment to helping them achieve tangible results.

The Path to Winning Trust and Business

In the world of B2B sales, personalization isn't a mere tactic; it's a pathway to trust, credibility, and long-term partnerships. CLOs and CTOs appreciate vendors who take the time to understand their unique challenges and provide solutions that genuinely meet their needs.

As you embark on your journey to connect with CLOs and CTOs, remember that personalization is the key that unlocks the door to meaningful and mutually beneficial relationships.

The Power of Customization: How to Make Your Solution Irresistible

In the dynamic landscape of B2B sales, the ability to tailor your solutions to meet the unique needs and preferences of Chief Learning Officers (CLOs) and Chief Talent Officers (CTOs) is a game-changer. The power of customization goes beyond personalization; it's about creating solutions that are so perfectly aligned with their requirements that they become irresistible. In this section, we delve into the significance of customization in winning over CLOs and CTOs.

The Appeal of Customization

Customization isn't just a buzzword; it's a strategy that stems from the recognition that one size rarely fits all. For CLOs and CTOs, whose roles are as diverse as the organizations they serve, customized solutions offer several compelling advantages:

- **Relevance:** Customized solutions are precisely tailored to address the specific challenges and objectives of the CLO or CTO. This relevance captures their attention and interest.
 - **Efficiency:** Tailored solutions streamline processes and workflows, making them more efficient. CLOs and CTOs appreciate solutions that save time and resources.
 - **Effectiveness:** When solutions align seamlessly with their needs, they are more likely to be effective. This effectiveness translates into tangible results, which is a top priority for decision-makers.
 - **Long-Term Value:** Customized solutions are seen as long-term investments. They are more likely to foster lasting relationships, with CLOs and CTOs viewing vendors as trusted partners.
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Strategies for Crafting Irresistible Customized Solutions

Now, let's explore strategies for creating customized solutions that captivate CLOs and CTOs:

- **In-Depth Needs Assessment:** Begin by thoroughly assessing the

CLO's or CTO's specific needs, challenges, and goals. This forms the foundation for customization.

- **Tailor Features and Functionality:** Customize the features and functionality of your solution to align with their requirements. Highlight how each element addresses a specific pain point or objective.
- **Scalability:** Ensure your solution is scalable, allowing them to expand or adapt as their organization grows or evolves.
- **Integration Capabilities:** If your solution integrates with their existing systems, emphasize this as a value-add. Seamless integration reduces disruption and enhances efficiency.
- **Training and Support:** Offer customized training and support packages that align with their team's skill level and requirements. This ensures that they can maximize the benefits of your solution.
- **Feedback Loops:** Implement feedback loops to gather input from CLOs and CTOs continuously. Use their feedback to refine and improve your solution over time.
- **Partnership Mentality:** Approach the customization process as a partnership rather than a transaction. Collaborate closely with CLOs and CTOs to co-create solutions that address their unique needs.
- **Demonstrated Impact:** Provide data-driven evidence of how customization has made a measurable impact on similar organizations. Concrete results are compelling.

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The Irresistible Advantage

Imagine a scenario where you're offering a learning management system to a CLO who seeks to enhance employee development. A truly irresistible customized solution might include:

- A learning path builder that allows them to create tailored training programs based on individual employee needs.
- Integration with their existing HR software to streamline employ-

ee data management.

- Customized analytics dashboards that provide real-time insights into training effectiveness and skill development.
- Scalable pricing options that align with their current workforce size and anticipated growth.

By tailoring your solution in this manner, you demonstrate a commitment to comprehensively addressing their unique challenges and objectives.

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Building Relationships Through Customization

Customization is not just about making a sale; it's about building lasting relationships. When CLOs and CTOs experience the power of a customized solution that aligns perfectly with their needs, they see you as a vendor and a trusted partner on their journey toward excellence in learning, development, and talent management.

The path to making your solutions irresistible to CLOs and CTOs begins with customization. It's a journey of understanding, collaboration, and innovation. By embracing customization as a core strategy, you position your brand as the provider of solutions that go beyond meeting needs – they exceed expectations.

Looking for more ways to connect with decision makers? Explore the benefits of our corporate membership.

EFFECTIVE OUTREACH AND ENGAGEMENT



Connecting with CLOs and CTOs: Best Practices in Outreach and Communication

In the world of B2B sales, connecting with Chief Learning Officers (CLOs) and Chief Talent Officers (CTOs) isn't just about making contact; it's about forging meaningful connections that lead to mutually beneficial partnerships. In this section, we explore the best practices for reaching out to CLOs and CTOs effectively and engaging in meaningful communication.

Why Outreach and Communication Matter

- Effective outreach and communication are the cornerstones of successful relationships with CLOs and CTOs. Here's why they matter:
- **First Impressions:** Your initial interactions set the tone for the entire relationship. A positive first impression can lead to ongoing engagement.
- **Trust Building:** Outreach and communication are essential for building trust and credibility. Trust is the foundation of any lasting partnership.
- **Understanding Needs:** Effective communication allows you to understand the unique needs and challenges of CLOs and CTOs,

enabling you to provide tailored solutions.

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Best Practices for Outreach and Communication

Now, let's explore best practices for connecting with CLOs and CTOs:

- **Research Thoroughly:** Before reaching out, invest time in researching their organization, industry, and role. Understand their specific challenges and objectives.
- **Personalize Your Approach:** Tailor your messages to address their individual needs and pain points. Avoid generic, one-size-fits-all communications.
- **Craft Compelling Subject Lines:** In email outreach, the subject line is your first opportunity to capture their attention. Make it relevant and intriguing.
- **Provide Value:** Offer something valuable in your outreach, whether it's insights, resources, or a solution to a specific challenge they're facing.
- **Be Clear and Concise:** CLOs and CTOs are busy professionals. Keep your communication clear, concise, and to the point.
- **Emphasize Benefits:** Highlight the benefits of your solution rather than just its features. Explain how it addresses their pain points and helps achieve their goals.
- **Respect Their Time:** Be respectful of their time constraints. If you schedule a meeting or call, stick to the allotted time.
- **Engage on Multiple Channels:** Utilize multiple communication channels, including email, LinkedIn, and professional networks to increase your visibility.
- **Leverage Thought Leadership:** Share thought leadership content that demonstrates your expertise in their industry. This positions you as a valuable resource.
- **Seek Two-Way Communication:** Encourage feedback and questions. Create opportunities for CLOs and CTOs to engage in

dialogue actively.

- **Build Relationships:** Focus on building relationships rather than pursuing immediate sales. Long-term partnerships are often more valuable.
- **Follow Up Thoughtfully:** Follow up with thoughtful and relevant messages after the initial contact. Persistence can pay off when done respectfully.

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The Art of Effective Outreach

Imagine you're reaching out to a CLO who has shown interest in enhancing leadership development. Your effective outreach might look like this:

- Start with a personalized email subject line, such as "Transforming Leadership Development for [Company Name]."
- In your message, acknowledge their role and mention recent achievements in leadership development.
- Offer a downloadable white paper on the latest trends in leadership development, showcasing your thought leadership.
- Request a brief meeting to discuss how your solutions can further empower their leadership programs.

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The Journey to Meaningful Connections

Reaching and engaging CLOs and CTOs effectively is a journey of understanding, empathy, and building relationships. By implementing these best practices, you position yourself as a trusted partner who genuinely cares about their success.

Connecting with CLOs and CTOs is not just about reaching out; it's about creating connections that lead to valuable, long-term partnerships. When you approach outreach and communication with empathy and a genuine desire to address their unique needs, you pave the way for a future filled with collaboration and success.

Mastering the Art of C-Suite Conversations: Tips for Successful Meetings

In the world of B2B sales, gaining access to the C-Suite is a significant achievement. When your target audience includes Chief Learning Officers (CLOs) and Chief Talent Officers (CTOs), mastering the art of C-Suite conversations becomes essential. In this section, we explore tips for conducting successful meetings with CLOs and CTOs in the C-Suite, ensuring productive and impactful discussions.

The Value of C-Suite Meetings

Meetings with CLOs and CTOs at the C-Suite level offer a unique opportunity to:

- **Gain Strategic Insights:** CLOs and CTOs are responsible for shaping an organization's learning and talent strategies. Meetings with them provide valuable insights into industry trends and the future direction of talent management.
 - **Build Relationships:** C-Suite meetings are not just about transactions; they're about building long-term relationships. Establishing a rapport with CLOs and CTOs can lead to lasting partnerships.
 - **Drive Decision-Making:** CLOs and CTOs are decision-makers. Effective meetings can influence their decisions and lead to collaboration on strategic initiatives.
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Tips for Successful C-Suite Meetings

Now, let's explore tips for mastering the art of C-Suite conversations with CLOs and CTOs:

- **Do Your Homework:** Extensive research is key. Understand their organization, industry challenges, recent achievements, and their specific roles within the C-Suite.
- **Identify Pain Points:** Prioritize understanding their pain points and challenges. Tailor your meeting agenda to address these pain

points and provide solutions.

- **Craft a Compelling Agenda:** Develop a clear and concise agenda that outlines the purpose of the meeting and the expected outcomes. Share it in advance.
- **Articulate Value:** Clearly communicate your solution's value to the organization. Focus on tangible benefits, ROI, and how it aligns with their strategic goals.
- **Engage in Strategic Conversations:** Shift the conversation from product features to strategic discussions. Explore how your solution can contribute to their long-term objectives.
- **Be a Problem Solver:** Approach the meeting with a problem-solving mindset. Offer insights and recommendations that address their challenges.
- **Share Success Stories:** Highlight case studies and success stories that demonstrate how your solution has made a meaningful impact on similar organizations.
- **Respect Their Time:** Be punctual and respectful of their time constraints. Stick to the agenda and allocate time for questions and discussion.
- **Listen Actively:** Encourage open dialogue and actively listen to their input and feedback. Ask probing questions to gain a deeper understanding.
- **Collaborative Approach:** Position the meeting as a collaborative exchange of ideas. Show a willingness to adapt and customize solutions based on their feedback.
- **Follow Up Promptly:** After the meeting, send a follow-up email summarizing key points, action items, and next steps. Express appreciation for their time.
- **Maintain Ongoing Communication:** C-Suite meetings should be part of an ongoing relationship-building process. Stay in touch, share relevant updates, and continue to add value.

The Art of Building C-Suite Relationships

Imagine you're meeting with a CLO who is focused on improving leadership development. Your successful C-Suite meeting might involve:

- Starting the conversation by acknowledging their role and recent achievements in leadership development.
- Discussing industry trends and challenges related to leadership development.
- Present a customized proposal outlining how your solution can elevate their leadership programs and contribute to their strategic objectives.
- Offering a roadmap for implementation and ongoing support.

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Unlocking Opportunities Through C-Suite Conversations

Mastering the art of C-Suite conversations with CLOs and CTOs is a journey that requires preparation, strategic thinking, and a commitment to building meaningful relationships. These meetings can open doors to collaboration, innovation, and shared success when executed effectively.

Remember that C-Suite meetings are not just transactions; they're opportunities to connect, collaborate, and contribute to the growth and success of both parties. By approaching them with empathy and a focus on mutual value, you pave the way for productive discussions that can shape the future of learning, development, and talent management.

Looking for more ways to connect with decision makers? **[Explore the benefits of our corporate membership.](#)**

DATA-DRIVEN STRATEGIES



Data-Driven Decision Making: How Analytics Can Drive CLO and CTO Engagement

In the ever-evolving landscape of business leadership, data-driven decision-making has emerged as a crucial driver of success. When it comes to capturing the attention and engagement of Chief Learning Officers (CLOs) and Chief Talent Officers (CTOs), understanding the impact of analytics is paramount. In this section, we delve into the transformative power of data-driven decision-making in CLO and CTO engagement.

The Power of Data-Driven Decision Making

Data is no longer just a collection of numbers; it's a strategic asset that informs and guides critical decisions. For CLOs and CTOs, who are responsible for shaping learning, development, and talent strategies, data-driven insights offer several significant advantages:

- **Informed Strategies:** Data provides the foundation for informed decision-making. It allows CLOs and CTOs to identify trends, assess performance, and adjust strategies accordingly.
- **Efficiency and ROI:** Analytics enable the optimization of resources and investments. CLOs and CTOs appreciate solutions that offer a clear return on investment (ROI).

- **Personalization:** Data-driven insights enable the personalization of learning and development programs, enhancing engagement and effectiveness.
- **Continuous Improvement:** Data-driven feedback loops facilitate continuous improvement, ensuring that initiatives are aligned with organizational goals.

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How Analytics Drive CLO and CTO Engagement

Now, let's explore how analytics can capture the attention and engagement of CLOs and CTOs:

- **Demonstrating Value:** Use data to showcase how your solution or service provides tangible value. Highlight metrics such as increased employee retention, improved skills development, and cost savings.
- **Performance Metrics:** Present key performance indicators (KPIs) that align with their goals. Discuss how your solution can help them achieve and exceed these metrics.
- **Predictive Insights:** Offer predictive analytics that anticipate future trends and challenges. CLOs and CTOs appreciate solutions that can help them stay ahead of the curve.
- **Customized Reporting:** Provide customized analytics dashboards and reports catering to their needs. Tailor the data presentation to match their preferred formats.
- **Benchmarking:** Compare their organization's performance to industry benchmarks. Identify areas for improvement and recommend tailored solutions.
- **Continuous Improvement:** Emphasize your commitment to continuous improvement. Explain how data-driven feedback loops can lead to ongoing enhancements.
- **Thought Leadership:** Position yourself as a thought leader in data analytics within your industry. Share insights, case studies, and best practices to establish credibility.

- **Consultative Approach:** Adopt a consultative approach by actively discussing the data and its implications. Engage in collaborative conversations about strategy and outcomes.

The Art of Data-Driven Engagement

Imagine you're engaging with a CTO who is focused on talent acquisition. Your data-driven engagement might involve:

- Presenting data on the effectiveness of your talent acquisition solution, including metrics like time-to-hire and quality of hires.
- Offering predictive analytics that forecast talent trends and emerging skills gaps.
- Discussing how customized reporting can help them track the impact of talent acquisition initiatives on their organization's overall performance.

Unlocking Opportunities Through Data-Driven Engagement

Data-driven decision-making is more than a trend; it's a strategic imperative. When engaging with CLOs and CTOs, harnessing the power of analytics captures their attention and positions you as a valuable partner in their pursuit of excellence in learning, development, and talent management.

Data-driven engagement is about translating data into actionable insights that drive meaningful outcomes. By demonstrating your expertise in this area and providing solutions that empower data-driven decision-making, you become an invaluable resource in the eyes of CLOs and CTOs.

Leveraging Data Insights to Solve CLO and Chief Talent Officer Pain Points

In the realm of learning, development, and talent management, Chief Learning Officers (CLOs) and Chief Talent Officers (CTOs) grapple with a multitude of challenges and pain points. The solution? Leveraging data

insights to address these pain points and drive strategic decision-making. In this section, we explore how harnessing data insights can help alleviate the specific pain points faced by CLOs and CTOs.

Understanding CLO and CTO Pain Points

Before we delve into the power of data, it's essential to comprehend the pain points commonly experienced by CLOs and CTOs:

- **Talent Acquisition and Retention:** Finding and retaining top talent remains a perennial challenge.
 - **Learning Program Effectiveness:** Ensuring that learning and development programs yield measurable results is an ongoing concern.
 - **Skill Gaps:** Identifying and addressing skill gaps within the workforce is critical for organizational growth.
 - **Strategic Alignment:** Aligning talent management strategies with broader business goals requires constant vigilance.
 - **Compliance and Diversity:** Staying compliant with evolving labor laws and fostering diversity and inclusion initiatives are top priorities.
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Data Insights as a Solution

Now, let's explore how data insights can be harnessed to alleviate these pain points:

- **Talent Acquisition and Retention:** Data analytics can provide insights into the factors that influence employee turnover. CLOs and CTOs can use this data to refine recruitment and retention strategies. For example, identifying trends in voluntary exits and addressing them proactively.
- **Learning Program Effectiveness:** Data-driven metrics and analytics allow CLOs and CTOs to accurately measure the impact of learning programs. By tracking factors like skill development, en-

agement, and performance improvements, they can fine-tune training initiatives for maximum effectiveness.

- **Skill Gaps:** Data insights can pinpoint organizational skill gaps. By analyzing the current skill set of employees and comparing it to the skills required for future success, CLOs and CTOs can implement targeted development programs.
- **Strategic Alignment:** Data analytics clearly show how talent management strategies align with business objectives. By continuously monitoring key performance indicators and adjusting strategies accordingly, CLOs and CTOs ensure that talent initiatives remain aligned with the company's vision.
- **Compliance and Diversity:** Data-driven compliance monitoring helps CLOs and CTOs stay abreast of changing labor laws and regulations. Additionally, data can reveal areas where diversity and inclusion efforts need improvement, guiding the development of inclusive practices.

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Putting Data to Work

Imagine you're assisting a CTO who is concerned about talent acquisition. Leveraging data insights, your approach might involve:

- Analyzing data to identify patterns in successful hires, including sources of top talent and characteristics of successful candidates.
- Utilizing predictive analytics to forecast future talent needs based on historical turnover and growth trends.
- Implementing data-driven diversity and inclusion initiatives, measuring their effectiveness in real-time through relevant metrics.

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A Data-Driven Path Forward

Data insights are not merely numbers; they are potent tools for addressing the specific pain points that keep CLOs and CTOs up at night. By harnessing the power of data analytics, organizations can empower these

leaders to make informed decisions, enhance learning and development initiatives, and ultimately achieve strategic objectives.

CASE STUDIES IN SUCCESSFUL SALES



Behind the Scenes: Navigating Complex Sales Cycles with CLOs and CTO

Navigating the intricate world of B2B sales is an art form in itself, especially when your target audience includes Chief Learning Officers (CLOs) and Chief Talent Officers (CTOs). In this section, we provide you with perspective on navigating complex sales cycles with CLOs and CTOs. Discover practical tips, strategies, and insights that can help you succeed in this challenging but rewarding journey.

The Complexity of Sales with CLOs and CTOs

Sales cycles involving CLOs and CTOs often differ from typical B2B transactions due to several factors:

- **Strategic Focus:** CLOs and CTOs are strategic decision-makers. Their choices impact the organization's long-term learning, development, and talent management strategies.
- **Customization:** Solutions must be highly tailored to address the unique needs and goals of each CLO or CTO, making the sales process more complex.
- **Multiple Stakeholders:** The involvement of various stakeholders, including HR teams, executives, and department heads, can

complicate the decision-making process.

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Practical Tips for Success

Here are practical tips and strategies to help you navigate these complex sales cycles:

- **Build Relationships:** Establishing trust and rapport is critical. Invest time in building relationships with CLOs and CTOs through networking, industry events, and personalized interactions.
- **Understand Their World:** Research and understand their roles and challenges deeply. Understand their objectives, pain points, and industry-specific nuances.
- **Tailor Your Approach:** Customize your messaging and solutions to align with their specific needs and priorities. Avoid a one-size-fits-all approach.
- **Demonstrate ROI:** Highlight the clear return on investment (ROI) that your solution provides. Use data and case studies to quantify the value.
- **Be a Thought Leader:** Position yourself as a thought leader in your industry. Share valuable insights, trends, and best practices to build credibility.
- **Collaborate Internally:** Foster collaboration within your own organization. Ensure that your sales, marketing, and product teams are aligned in their approach to CLOs and CTOs.
- **Provide Resources:** Offer resources that help them make informed decisions, such as white papers, webinars, and expert consultations. Downloads: [Pre-Webinar Engagement Guide \(PDF\)](#)[Post-Webinar Engagement Guide \(PDF\)](#)
- **Map Out the Buying Process:** Understand the stages of their buying process, including budget approvals and vendor assessments. Be prepared for each stage.
 - **Download “Buying Journey of Learning and Talent Development Leaders”.**

- **Address Risk Mitigation:** CLOs and CTOs often seek to minimize risks associated with new solutions. Provide clear assurances and support for a smooth implementation.
- **Long-Term Perspective:** Approach the relationship with CLOs and CTOs with a long-term perspective. Focus on becoming a trusted partner rather than a one-time vendor.

A Peek Behind the Curtain

To give you a glimpse into the complex sales cycle, imagine you're in discussions with a CLO who is looking to enhance employee development. Your approach might include:

- Collaborating closely with their HR team to align your solution with their existing learning programs.
- Provide personalized case studies showcasing how your solution has significantly improved employee development in similar organizations.
- Offering a phased implementation plan to address their concerns about disruption and scalability.

Achieving Success in Complex Sales

Successfully navigating complex sales cycles with CLOs and CTOs requires a strategic and empathetic approach. By building relationships, tailoring your solutions, and providing value at every stage, you position yourself as a trusted partner on their journey towards excellence in learning, development, and talent management.

CASE STUDIES/SUCCESS STORIES



Success Stories: How Companies Closed Deals with Learning and HR/Talent Leaders - Part 1

Behind every successful B2B partnership with Chief Learning Officers (CLOs) and Chief Talent Officers (CTOs) lies a story of collaboration, innovation, and mutual success. In this section, we delve into real-life success stories of companies that successfully closed deals with CLOs and CTOs. These stories offer valuable insights into building meaningful partnerships in the world of learning, development, and talent management.

Case Study: Qualtrics and BetterWork Media Group

Client Background:

- Company: Qualtrics
- Job Title: Grant Gurewitz, Senior Growth Marketing Manager, Employee Experience
- Product/Service: A listening platform that empowers employers to understand and improve employee experiences.
- Target Audience: HR and talent decision makers.

What Stood Out:

Grant Gurewitz of Qualtrics emphasized that what truly stood out about BetterWork Media Group (BMG) was the people – the team across the board. The collaboration with BMG was characterized by a personal and human touch, a willingness to listen, and the flexibility to tailor solutions to their specific needs.

Media Buying Process:

Qualtrics' media buying process is campaign-specific, often aligned with product launches or similar initiatives. They aim to drive attention and engagement around each campaign.

Products/Media Purchased from BMG:

- Webinars: Qualtrics purchased four Gold media packages and customized them as a co-branded **four-part webinar series** on the future of work, in partnership with BMG. BMG developed the content and sourced speakers for each of the webinars.
- Digital: Eblasts, newsletters, a microsite, and other supportive marketing components.

Impact on Business:

The success of the campaign with BMG significantly impacted Qualtrics' business. They measured performance in the pipeline and found that, among all the third-party partners they had worked with in the previous year, BMG had outperformed the others by a significant margin.

Grant Gurewitz's Experience with BMG:

On a scale of 1-10, Grant rated his overall experience with BMG a solid 9. He praised BMG for their excellent communication, responsiveness, and their commitment to providing detailed campaign metrics. He emphasized that BMG made them feel included and informed at every step of the journey.

Recommendation:

Grant expressed his wholehearted recommendation of BMG to his colleagues and peers.

The Power of Successful Partnerships

This case study illustrates the power of collaboration between Qualtrics and BMG. By co-creating a customized webinar series and leveraging email marketing, they successfully engaged HR professionals, driving attention to their campaigns and ultimately boosting their pipeline.

A Lesson in Partnership Building

Behind this successful deal closure was more than just a transaction; it was a partnership built on trust, communication, and a shared commitment to excellence. The story of Qualtrics and BMG serves as a testament to the potential for meaningful collaboration with CLOs and CTOs in the realm of learning, development, and talent management.

Success Stories: How Companies Closed Deals with Learning and HR/Talent Leaders - Part 2

We're back with another inspiring success story that delves into how companies successfully closed deals with Chief Learning Officers (CLOs) and HR/Talent Leaders. We are spotlighting Class Technologies Inc., shedding light on their journey to build meaningful connections and generate business outcomes with CLOs and CTOs.

Case Study: Class Technologies Inc.

Client Background:

- Company: Class Technologies Inc.
- Job Title: Emma Gaquin, Senior Manager, Corporate Marketing & Demand Generation
- Product/Service: Class is a software developed by Class Technologies Inc., enhancing virtual learning environments on platforms like Zoom.
- Target Audience: L&D professionals who are director level and above and HR leaders.

What Stood Out:

Emma Gaquin emphasized the importance of collaboration and support in her journey. She mentioned that BMG's content and thought leadership truly stood out. The webinars offered by BMG aligned perfectly with

their objectives, and the offer to source speakers made them feel like they had a true extension of their team.

Media Buying Process:

Class Technologies' media buying process involved seeking valued vendors in the corporate learning space. They identified webinars as a high-performing channel for engaging their target audience. The timeline for media buying depended on budget availability.

Products/Media Purchased from BMG:

- Four Gold Media integrated media packages from both Chief Learning Officer (2) and Talent Management (2). Class and BMG customized the media packages into a **four one-hour webinars** focused on the theme "The Future-Focused Organization." BMG developed the content and sourced speakers; Class provided the moderators for each webinar, ensuring that Class Technologies had a seat at the table.
- Eblasts, newsletters, a microsite, and other supportive marketing components.
- Due to the success of the series, Class Technologies added two additional webinars.

Impact on Business:

The campaign with BMG generated significant business outcomes for Class Technologies:

- 27 opportunities produced in 2021.
- \$77K pipeline generated with CLO.
- \$146K pipeline generated with TM.

Emma Gaquin's Experience with BMG:

Emma described her experience with BMG as an extremely collaborative one, leading to positive pipeline generation and significant business outcomes. She expressed her willingness to recommend BMG to her colleagues.

The Power of Collaboration and Success

The Class Technologies Inc. case study is a testament to the power of collaboration, content, and thought leadership in successfully engaging CLOs and CTOs. Their integrated media packages, featuring webinars and various marketing components, substantially impacted their business.

A Blueprint for Success

This success story showcases how a scrappy team with a clear vision can leverage the expertise and support of partners like BMG to reach their target audience effectively. It's a blueprint for others looking to navigate the complex landscape of CLO and CTO engagements.

Success Stories: How Companies Closed Deals with Learning and HR/Talent Leaders - Part 3

In our ongoing series of success stories, we bring you another inspiring case study highlighting how companies successfully closed deals with Chief Learning Officers (CLOs) and Chief Talent Officers (CTOs). In this edition, we shine a spotlight on ETU, exploring their journey to connect with learning executives and generate impressive results.

Case Study: ETU

Client Background:

- Company: ETU
- Job Title: East Apthorp, Chief Marketing Officer
- Product/Service: ETU offers a learning simulation platform that assists learning leaders in designing and creating immersive learning experiences.
- Target Audience: Learning executives.

What Stood Out:

East Apthorp, the Chief Marketing Officer at ETU, highlighted the consistent results achieved through their partnership with Chief Learning Officer (CLO). Having worked in the learning and development industry for two decades, East emphasized that the results continued to drive their collaboration.

Media Buying Process:

ETU's media buying process involved collaboration with a BMG representative to understand the target audience and content that would resonate with them. The goal was to identify packages that would yield a strong return on investment.

Products/Media Purchased from BMG:

- ETU purchased a variety of products and media from BMG, including:
- Fall 2021 CLO Symposium Sponsorship
- Three sponsored webinars and events.
- Two co-authored research briefs, where CLO conducted the research.
- One eblast.

Impact on Business:

The campaign's impact on ETU's business was significant:

- Sponsored webinar on DEI in September 2020 resulted in 17 meetings and two new customers, both securing deals worth over \$200,000.
- The Fall 2021 CLO Symposium Sponsorship generated 12 meetings, with one converting into a customer, again with a deal surpassing \$200,000.

East Apthorp's Experience with BMG:

ETU experienced a 3-4x return on investment with Chief Learning Officer webinars and events. This success was a driving factor in their continued partnership with BMG over the years, especially in the realm of events.

Results and Real Returns

ETU's case study exemplifies how collaboration, a clear understanding of the audience, and selecting the right media packages can lead to remarkable results. Their commitment to delivering value to learning executives has yielded strong returns on their investment.

A Partnership Rooted in Results

ETU's journey with BMG underscores the importance of results-driven collaborations. Their consistent success with CLO webinars and events serves as a testament to the impact of targeted content and strategic planning.



BetterWork Media Group (BMG) is the leading voice for companies that care about their people, managing **Chief Learning Officer** and **Chief Talent Officer** (formerly Talent Management). These brands serve workforce communities of C-suite and senior-level practitioners, executives, scholars, consultants and solutions providers in corporate learning and talent management.

BMG provides a unique platform to connect, support and empower these communities through award-winning content, research, events, webinars and digital media.

<https://www.betterworkmedia.com/>

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