



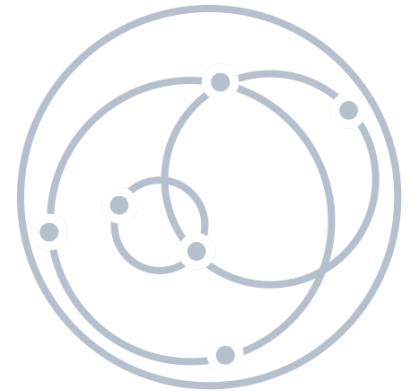
Thought Leadership for Upselling, Cross-selling and New Logos

Gale Strategies delivers a system that activates customer champions to drive upselling, cross-selling and new logos.

Businesses that succeeded in 2023 -

- Said something their competition were unwilling to say
- Developed peer-to-peer networks of customers
- Channeled these into a streamlined production of customer-driven, sales-ready thought leadership

Clients using this process sustained top quartile increases in new ARR and won new logos in growth markets.



Gale Strategies -

- Takes your existing messaging and marketing process as our starting point
- Distributes it to your network through an organized calendar of organic social media marketing, webcasts, opinion pieces, collateral and media relations
- Tests the learnings developed through a call-and-response with your market, and updates your messaging with a call to action that your competition is unwilling to echo, and of which your customers take ownership

