

Q3 Messaging Framework Exercise

Q3 positioning & value claims for mid-market growth company sales enablement

- **1) The Externship is a new low-lift **recruiting enablement solution****
 - A) Engage Top Diverse Emerging Talent and Expand Your Talent Pipeline
 - B) Cost Effective / Low-Lift / Scalable / Remote / Leverage Software and AI
 - C) Increase intern-to-hire conversion rate and new hire early-career retention rates
 - D) Streamlined Onboarding - engage, train, assess, onboard - "day-1 ready"
 - E) Elevate Your DEI Employer Brand / **Secure A Future**
 - F) P1 is the Co-Pilot on your recruiting journey (let's navigate together)
 - G) Build future pipeline - build relationship w/ top talent early (while midway through school), track talent throughout their career

 - Supporting Business Impact Metrics:
 - *70% Of Externs are hired by corporations within 12 months of completing the program.*
 - *72% of Externs who completed the program got a job or internship within 1 year.*
 - *95% of participating Fortune 1000 professionals found the students they worked with to be potential hiring candidates.*
 - *Extern Alums = 95% Underrepresented Students, coming from 500+ Universities, represent 50+ HBCU's, Expansive Ambassador Network*

- **2) The Externship is a **low-lift, low-cost and scalable** internship / student program**
 - A) Uncover Gen Z Insights / Real Work Output
 - B) Cost Effective / Low-Lift / Scalable / Remote Solution
 - C) Career-Readiness Skill Development / Targeted Skill Development (beyond Internship-levels)
 - D) Build pipeline for the future - engage top talent early (while midway through school), track talent throughout their career

 - Supporting Business Impact Metrics
 - *Engage 1,000+ Externs at the same cost and time of managing 2 interns.*
 - *Support and engage 500X more students with 80% less employee time.*
 - *9.3 / 10 Rating on program's usefulness in achieving career / education goals as reported by students*
 - ***Externs average a 60%+ increase in skills and core competencies (research, presentation, analytical, time management) through the Externship, well beyond the average Internship skills increase***

- **3) The Externship trains emerging professionals in the **future of work** by leveraging Generative AI tools to achieve better, faster and cheaper insights / remote work output**
 - A) Access Quick and Low-Resource Work Output: customer research, competitor research, user experience research, customer interviews via Generative AI Trained Emerging Professionals
 - B) Generate / Receive Powerful Insights through Generative AI Trained Emerging Professionals. (
 - C) Engage, Assess and Hire Diverse Gen Z Talent Trained in Generative AI Best Practices via Real Work Project
 - Secure Your Team's Future
 - D) Prior to "Full Workflow Implementation", Leverage Generative AI and Discover Best Practice Tools via Collaborating w/ AI-Native Generation,
 - Overcome Operational AI-Ambiguity and the Lack of Trust in Accuracy, the Caution from C-Suite
 - E) The future (and present) workplace must be purpose-driven and mindful. Gen Z wants their work to benefit their team, community, and the globe
 - Supporting Business Impact Metrics:
 - *87% of Paragon One's Student Community is familiar with, and leveraging, Generative AI prior to formal Externship training*
 - *Over 70% of Emerging Professionals are using Generative AI multiple times per week for work or school related projects*
 - *Generative AI has the potential to automate work activities that absorb 60 to 70 percent of employees' time, today. - McKinsey*
 - *Generative AI's impact on employee productivity is projected to add \$2.5 trillion to \$5 trillion to the global economy. - McKinsey*
 - *Over 50% of Generative AI's impact on productivity is projected to occur within Marketing and Sales, Customer Ops, and R&D. - McKinsey*
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- *Support and engage 500X more students with 80% less employee time.*
 - ***Externs average a 60%+ increase in skills and core competencies (research, presentation, analytical, time management) through the Externship, well beyond the average Internship skills increase***

Q3 GTM Goals & Experimentation Plan

Q3 Marketing OKR / Goals (Pending):

- Generate 6+ discovery calls (AE attended) per week on average for Q3** (MKTG Team Goal - 3 APMM, 3 GMA)
- 20% of marketing generated discovery calls convert to SQL1** (MKTG + AE's Team Goal)

Q3 Marketing Experimentation Plan:

Focus 1: VP and C-Suite HR, recruiting, marketing and sales leaders across X000s employee-sized growth companies (1K - 8K headcount) need an efficient, low-lift AI-Powered internship.

a. Hypothesis:

1. Facing budget pressures
2. How can we do more with less - driving efficiency gains top of mind
3. Doesn't have resources for fully built out internship program
4. More open to 3rd party solution that's full service and low-lift
5. More agile

b. Assumptions being tested:

target customer is X000s employee size enterprise companies care / struggle to introduce / **leverage AI for efficiency** companies trust P1 to facilitate the work output of externships

c. Audience to initially test (evolve based on learnings):

1K - 8K headcount growth company leaders who fit within one of the following audiences:

1. [See Sales Persona Doc](#) (in development)

Primary Verticals to Test: Retail, Professional services / consulting, Hospitality, eCommerce

d. Test Channel and Strategies + Success Metrics:

Discovery via Thought Leader Engagement: Calls Set, Pos. Reply Rates

1. 4+ Calls Per Week Set (APMM and GMA)
2. 70+ reach outs per week (40 Per APMM, 30 GMA)

Discovery via GMA & AE Sales Prospecting: Calls Set, Pos. Reply Rates

3. 2+ Calls Per Week Set Leading To Qualitative Learnings & Quant Learnings
4. X% Positive Reply Rate (or Reply Rate)
5. 20+ Reach Outs Per Week (GMA)

20% of marketing generated discovery calls convert to SQL1 (MKTG + AE Share Goal)

Problem Resonance Top of Funnel: LinkedIn, Impact Report

6. Vanity Smoke Screen Metrics:
 - 3%+ Click Through Rate from LinkedIn Ads going to Relevant Impact Report Post (Craft 2 and release by next week)(APMM and GMA)
 - 200+ Impact Report Readership volume per post (APMM)
 - XMQL3's via Impact Report

Connected Content and Sales Enablement Need Forecast:

- **Website Revamp** (transition to Mid-Market Efficiency, Output, AI)
- **Sales Enablement**
 - 1 Pagers
 - Value Claim Combo (high level all)
 - Per Value Claim
 - Diverse Recruiting
 - Efficiency - Scalable Internship
 - Future of Work - Output via Generative AI
 - Discovery and Exploratory Sales Decks
- **Impact Report**
 - Pillars, Value Claim Unpack, Newsjacking, TL Interviews, "Long Form" (eBook, Whitepaper)

Focus 2: VP and C-Suite **Marketing** and Sales leaders across X000s employee-sized companies need an efficient, low-lift AI-Powered work output program.

a. Hypothesis:

- i. Generative AI capabilities align with marketing use cases
- ii. Marketing tends to be more open minded

b. Assumptions being tested:

- i. companies care / struggle to introduce / leverage AI for efficiency
 - ii. companies trust P1 to facilitate the work output of externships
- target customer doesn't need approval (HR, legal) to sign up

c. Audience to initially test (evolve based on learnings):

- I. 1K - 5K headcount growth company VP and C+Suite leaders within Marketing and Sales (CRO's, VP of Sales, VP of Growth, Chief Growth, etc.
 - li. Primary Verticals to Test: Retail, Professional services / consulting, Hospitality, eCommerce
7. [See Sales Persona Doc](#) (in development)

d. Test Channel and Strategies + Success Metrics:

Discovery via Thought Leader Engagement: Calls Set, Pos. Reply Rates

- 4+ Calls Per Week Set (APMM and GMA)
 - 50% of discovery calls resonate with 2+ of the Hypothesis Factors above
- 70+ reach outs per week (40 Per APMM, 30 GMA)

Discovery via GMA & AE Sales Prospecting: Calls Set, Pos. Reply Rates

- 2+ Calls Per Week Set Leading To Qualitative Learnings & Quant Learnings
 - 50% of discovery calls resonate with 2+ of the Hypothesis Factors above
- X% Positive Reply Rate (or Reply Rate)
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