

claroti

REIMAGINING ASSETS.
REIGNITING REVENUE.™

UNLEASH YOUR BRAND'S HIDDEN POTENTIAL: TRANSFORM UNTAPPED PRODUCTS INTO NEW REVENUE STREAMS

Are you ready to revolutionize your product strategy and drive unprecedented revenue growth? Our exclusive private **one day virtual team workshop** is your key to unlocking hidden value within your business and creating new paths to generate revenue—without breaking the budget or overextending your team.

What You'll Achieve:

- **Uncover Hidden Assets:** Discover how to transform overlooked resources into profitable ventures quickly.
- **Prove Undeniable ROI:** Justify investments with clear metrics that showcase your strategic value.
- **Dominate Your Market:** Align product positioning with customer needs for maximum impact.
- **Overcome Resource Constraints:** Innovate efficiently, even with limited time, budget, or personnel.
- **Lead Cross-Functional Success:** Break down silos for exponential results.

Who is this Designed For?:

- Especially created for Marketing, Strategy, and Innovation departments
- Tailored specifically for cross-collaborative teams seeking to lead as strategic drivers of revenue growth
- Suitable for groups of 4-8 mid-to-senior level team members

Claroti enables companies to unlock untapped potential in existing products and services to create new streams of revenue.

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10 Key Skills You'll Gain in Just One Day... You'll Learn How To:

- 1. Drive Measurable Growth through Marketing Powered Innovation:** Uncover hidden assets and create a plan to turn them into new revenue streams quickly.
- 2. Quantify Irrefutable Value:** Transform metrics into compelling narratives that showcase your strategic impact, turning skeptics into advocates for your initiatives.
- 3. Captivate Your Audience:** Craft product use cases that resonate deeply, transforming customer needs into your competitive advantage.
- 4. Maximize Limited Resources:** Innovate with minimal financial investment and without overextending your team.
- 5. Unify Diverse Teams:** Orchestrate inter-departmental synergy and drive collaboration for exponential results.
- 6. Gain Deep Industry Insights:** Understand dynamics driving customer priorities to tailor your offerings.
- 7. Streamline Go-to-Market Strategies:** Focus on high-impact initiatives that drive revenue growth and product adoption.
- 8. Transform Underutilized Assets:** Innovate around customer needs and operational challenges.
- 9. Build Cohesive Product Strategies:** Address immediate market demands and foster long-term growth.
- 10. Equip Your Team:** Provide tools and insights to drive measurable impact on your bottom line.

What You'll Get:

Discovery Workshop

- One day virtual team session
- Uncover hidden value in existing products, services, and capabilities
- Drive revenue quickly without R&D investment or risk

Insights-to-Actions Workbook

- Articulate your company's core essence
- Identify hidden assets across your portfolio

"Unlocking Innovation through InnoMagination™" Playbook

- Comprehensive guide to the InnoMagination™ process
- Learn to leverage hidden assets for revenue and competitive advantage

InnoMagination™ Strategy & Action Planner

- Step-by-step strategy planner
- Create specific actions to execute ideal innovation ideas

Follow-Up Q&A Session

- (1) One-hour coaching call
- Address team questions and ensure strategy implementation

"Marketing Powered Innovation: The Next Wave of Change" eBook

- Reposition Marketing as a catalyst for revenue revitalization
- Drive market and thought leadership

**Act Now! Transform your
company's hidden
potential into profit.
Limited bookings
available.**

Claroti helps mid to large-sized, mature technology organizations generate new revenue streams, innovate faster, and align better with customers, leveraging their existing product and service portfolio. We do this by identifying technologies, use cases and applications, audiences, and emerging adjacent markets then reinventing, reusing, and recasting the company's existing products, services, and business models to meet those opportunities through **Marketing Powered Innovation**. This reimagining of already 'on the shelf' offerings enables rapid Go-To-Market that drives competitive advantage and increased revenue generation with limited incremental investment and no R&D.