

Getting Team Members to Attend Your Customer Learnings Presentation

Communicate how these learnings will benefit *their* work & make it easy to attend

Trigger: Getting participants to attend your “Voice of Customer” learnings presentation

To: Rest of the company

From: You

Subject: Lunch-and-learn on [DATE]

Hi Everyone,

I've been conducting a small research project to better understand [Company]'s website visitors and customers. I've unearthed some pretty eye-opening insights re: what visitors are looking for when they arrive on our site, the pains that led customers to seek out a solution like ours, and which factors influenced their decision to adopt [product] long-term.

The info I've gathered is valuable not only for improving our marketing efforts, but also for improving other customer-facing processes (sales cycle, support), as well as informing some of the product team's upcoming decisions.

I'd like to share my findings with the rest of the team, so we can discuss together and walk away with a clearer, shared view of what matters most to our customers.

To keep things casual (and to avoid pulling anyone away from important work), **I'll be holding a short lunch-and-learn session on [date], at [time].**

The session shouldn't take more than an hour (likely even less time), and the info discussed can then be used in all kinds of ways: for improving our sales cycle, our customer success processes, and various pieces of our product experience.

Your perspective would be *hugely* valuable the discussion, so I'd love for you to be there.

I'll send calendar invites shortly, and am happy to answer any questions you might have.
Looking forward to seeing you there!

Diana Prince
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