



FOCUS FORWARD

accelerate your Salesforce strategy

TIME FRAME: 4 to 8 hours

FACILITATOR: Principal Strategy Consultant

CLIENT ATTENDEES: Business Sponsor, Operations Lead, Marketing Lead, IT Lead

There is always opportunity for more value. IT JUST TAKES FOCUS.

In our Focus Forward strategy sessions, Turnberry helps align stakeholders on a plan to advance or transform Salesforce capabilities. No matter where you are in your Salesforce journey, you'll emerge from a Focus Forward with concrete processes and artifacts to get you back on the road to Salesforce success.

SET THE STAGE FOR GROWTH

We begin by identifying where you are in your journey through Salesforce implementation and optimization. Are you just dipping your toes in the water, or are you already fully immersed? Have you hit a small bump in the road, or have you veered off altogether? We work together to answer these questions, ensuring we are all aligned on where you've been and where you want to go.

The journey



The outcomes

- GROWTH
- ACQUISITION/RETENTION
- EFFICIENCY
- PRODUCTIVITY
- ADOPTION
- VISIBILITY

DETERMINE YOUR MOST PRESSING PRIORITIES *Do any of these apply?*

I'M NOT GETTING THE **RESULTS** I NEED

I NEED A **VISION AND ROADMAP**

I NEED **NEW IDEAS TO SOLVE PROBLEMS**

WE NEED **ALIGNMENT** ON HOW TO PROGRESS

I NEED MORE **ROI AND VALUE**

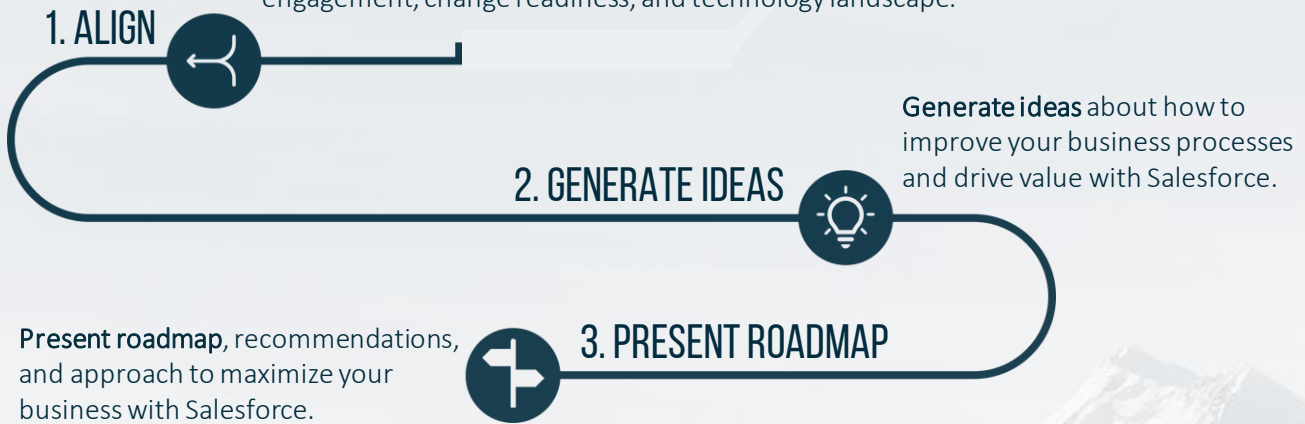
WE NEED TO PREPARE FOR **CHANGE**

FOCUS FORWARD >> with Turnberry



HOW IT WORKS

Align on vision, key strategies, challenges/pain points and opportunities, key strategies processes, customer engagement, change readiness, and technology landscape.



Present roadmap, recommendations, and approach to maximize your business with Salesforce.

Generate ideas about how to improve your business processes and drive value with Salesforce.

DELIVERABLES

Upon completion of a Focus Forward session, Turnberry provides stakeholders with concrete and actionable deliverables, and the option to extend the engagement beyond the initial half-day session.



VISION SUMMARY/CASE FOR CHANGE



GO TO MARKET SUMMARY: GOALS & CHALLENGES

Process insights, key audiences, pain points



HIGH LEVEL PROCESS SUMMARY



ARCHITECTURE OVERVIEW & INSIGHTS



CHANGE READINESS INSIGHTS



PROPOSED RECOMMENDATIONS & ROADMAP



ENGAGEMENT PROPOSAL

WHY TURNBERRY?

salesforce

PARTNER

The nation's leading companies partner with Turnberry for our holistic approach to Salesforce solutions, flexible engagement model, and top Salesforce talent of all levels. Turnberry's Salesforce practice combines all the perks you get from a large-scale system integrator, like national reach and breadth of expertise, with all the benefits of a boutique player, including flexible engagements and exceptional talent.

You can rely on our team's deep expertise in the manufacturing, healthcare, financial services, and legal industries, and our proven track record helping clients realize the value of their Salesforce investments.