



Conversense Consulting: Mission & Purpose

Conversense Consulting offers a comprehensive set of business development, marketing, and strategic go-to-market advisory services specific to creating and selling digital conversational automation (C-AI), DX/CX, eCommerce, CCaaS, data management/analytics, and AI-based services portfolios. Our target clients are high technology businesses looking to establish or expand their market presence, solutions, and revenues with new digital software and services.

Our core mission is to assist companies specializing in providing SaaS, consulting, outsourcing, and managed services offerings. This encompasses the development and management of both direct and indirect routes to market, including global partnership programs, as well as enterprise-scale strategic sales and marketing initiatives. We also work cross-industry with clients seeking to extract value from their digital and AI technology investments. This includes companies creating and executing business strategies employing conversational AI for customer experience, eCommerce, and workforce automation purposes. These projects encompass a variety of use cases and applications for clients seeking monetization, operational effectiveness, and cost savings-based ROI.

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Founder and Principal Bruce Weiss - Experience & Expertise:



As Founder and Principal, Bruce's specialization is in strategic, management, and digital consulting, assisting high technology startups, ISVs, and cross-industry enterprises in all aspects of business plan development and use case execution. This includes sales and marketing program establishment and curation for both direct and channel-based offerings' GTM. He is an expert in full-lifecycle alliance & partnership ecosystem development and management. In addition, he works with a variety of global enterprises to maximize the value of their digital and automation investments, namely CX-based Conversational AI and eCommerce-based Conversational Commerce strategies and deployments. He has held diverse leadership roles, specific to GTM-related business development, strategy, consulting, marketing, and solution development functions with IBM, Microsoft, HCL, Accenture, as well as several Silicon Valley-based SaaS ventures. He has consulted on a contract basis for numerous global market leaders and Silicon Valley-based startups. For over 20 years, Bruce has developed and managed multi-million-dollar pipelines - both direct and via the channel, to create, deploy and evangelize a diverse set of transformative front and back-end digital solutions.

Sample Services Offered:

Digital Technologies & GTM Advisement: Offering & Use Design, Strategy, Deployment & Management

- Outsourced Channel Program Development & Management (Turnkey)
- Executive-Level Sales & Business Development Representation
- Sales & Business Development Plan Diagnostic - "Healthcheck"
- Sales Processes Operational Assessment
- GTM Advisement: Direct & Channel Business Plan Development
- New Market Entry Research & Competitive Analysis
- Direct Sales & Partnership Program Design & Build
- New Partnership Development & Ongoing Relationship Facilitation
- Partnership Development/Management Best Practices Establishment
- GTM Growth Strategy: Assessment, Capability Analysis & Advisement
- Direct & Partnership Joint Marketing Strategy & Plan Development
- Partner GTM Workshop Development & Facilitation
- CX-Based Conversational AI Strategy, Roadmap, & Use Case Design Advisement
- Conversational Commerce Strategy, Roadmap, & Use Case Design Advisement
- Holistic Digital, AI and Automation Strategy: Strategy, Roadmap & Advisement
- XaaS Offering & Digital Use Case Advisement and Deployment
- Digital Experience Platform & Omnichannel Strategy Advisement
- Enablement: Training & Certification Program Development
- Partner Due Diligence: Governance & Cadence Processes Design
- Direct and Partner QBR Facilitation & Management
- Partnership Joint Solution Design, Offering & Capability Development
- Partner Event Creation, Management & Facilitation
- Sales & Partnership-based Case Studies/Credentials Development
- Partner-Based Center of Excellence Design & Development



Engagements Delivered:



www.liveperson.com

A four-month engagement to establish North American partner strategy and operationalize GTM initiatives for this NYC-based global cloud platform/SaaS provider offering AI-enabled messaging and “Conversational Commerce” solutions. The project required an assessment of the current partnering approach, as well as partner program optimization and governance recommendations. Project required revision of partnership qualification criteria and development process, working with marketing, product management, and engineering to establish partner-based value propositions and GTM approaches. Worked with senior management to define varied partner revenue generation strategies across diverse geographies, industries, and market segments. Advised on partner organizational growth tactics and coverage models. Implemented cadence standards and governance procedures for pipeline progression in terms of forecasting, revenue achievement quotas, and related partner deal growth metrics. Designed and established a partner GTM workshop model and QBR process. Created a comprehensive compensation plan defining rules-of-engagement between direct sellers and partnership directors.



www.avaamo.ai

A three-month engagement to operationalize partner GTM initiatives and governance for two (2) equity-invested global systems integrators at this Silicon Valley-based conversational AI (C-AI) SaaS startup. Assignment necessitated the design and implementation of a joint marketing strategic plan in combination with a credentialization/collateralization of joint solutions and wins. Deliverables also included a partner business plan focusing on mutual value prop evangelism & alliance awareness campaigns. The engagement also required the planning and strategy to create a Center of Excellence/Expertise (CoE) at each of these global consultancies. This effort focused on defining respective CoE goals while securing practices', alliance teams' & executive “buy-in” and sponsorship. This involved promotion of mutual operational standards for the combined team's participation, along with establishing and executing a clear framework for training, project management, and related joint solution design/build process.



www.uniphore.com

A one-month engagement to assess, develop, and modify a global strategic partnership business plan for this Silicon Valley C-AI, automation, biometrics and contact center analytics SaaS startup. Engagement necessitated translating and enhancing the company's strategic partnership vision into an operationally robust and functioning partnership program. Deliverables included designing a partner training and certification program in collaboration with training and customer success teams. The project focused on the creation of a variety of GTM playbooks encompassing the partner qualification criteria, recruitment, onboarding, and ongoing alliance management process. Related playbooks included those for partner growth metrics and measurement, collaboration efforts, and conflict management. This playbook also incorporated partner director, partner, and direct sales team interaction framework, governance/cadence, and alliances' commission's management process.



www.nice.com

A two-month engagement to assess, develop, and create the necessary planning and go-to-market rollout of a “digital-first” customer engagement interaction portfolio. This external market evaluation entailed understanding competitive positioning and developing a SWOT analysis of leading global CX SaaS providers and platforms. This comprehensive study of the digital customer service software and CCaaS market required identifying the market landscape and trends' impact on diverse competitive dynamics.

The outcomes of this project included a definition of the market space, structure, adjacencies, and related sub-sectors. It encompassed a full review of market dynamics such as buying criteria, perceived customer value, and ROI expectations. The assessment and associated recommendations included competitors' various technology approaches, promoted features/capabilities, and competitive positioning. The assignment necessitated a review of technology trends' impact on best-of-breed dynamics, pivotal in choosing an organic versus M&A platform enhancement approach. Lastly, the assessment included both direct and partner-based go-to-market and pricing considerations, as well as a forward-looking view of prospective solutions' design and differentiation insights.



www.Zendesk.com

An eight-month engagement to evaluate and enhance a global partner strategy and operationalize GTM initiatives for this Silicon Valley-based global cloud customer experience SaaS provider. The project required an assessment of the current partnering approach and executing on an enhanced GTM strategy, working with such partners as TCS, Wipro and Accenture. Project required working with internal and partners' marketing, and product management to establish mutual value propositions for resell, influence and managed services GTM motions. Worked with senior management to define varied partner revenue generation strategies across diverse geographies, industries, and market segments. Implemented cadence standards and governance procedures for pipeline progression in terms of forecasting, tactical deal-shaping and tracking partner growth metrics. Designed and established partner GTM workshop models and QBR processes.



Engagements Delivered (Continued)

www.hcltech.com



A six-month assignment creating and leading ISV GTM strategy in combination with support of the IBM global partner relationship. Engagement necessitated advisement on P&L structure, revenue growth, partnership development/management strategy, delivery, and customer experience for the IBM global account. Interim lead of a multi-national team of business development, delivery, marketing, and technology experts to maximize revenues and attain the highest level of client satisfaction to create/sustain a \$50 M plus revenue stream. Provided an entrepreneurial & strategic approach for both direct and partnership sales & delivery success. Focused on GTM planning and execution to drive revenue based on digital, data, cloud design, and engineering services. Acted as “trusted advisor” articulating valued thought leadership and insightful POVs to drive alignment and mindshare via transformative services. Oversaw comprehensive client management lifecycle to generate/manage bookings, billings, and revenue.



www.interactions.com

Initial 6-month contract assignment to full-time hire role to create comprehensive partnership program and GTM strategy for conversational AI-based customer engagement and customer data management platform. Interactions' SaaS-based portfolio offers and addresses contact center, sales/marketing, and internal applications' requirements, featuring human-assisted NLP/NLU (voice) and digital-based intelligent virtual agent (IVA) technologies. The primary focus of this role is the design/ implementation and progression of the company's first partnership program and co-delivery program. Responsible for partners' customer acquisition pipelines and services practice operations in terms of growth and competitive advantage. Designed and created all aspects of fledgling partnership program, including business plan and co-services practice. Created several unique partner solutions and use cases to foster digital, data and AI transformation.

Data, CX and AI Global Services and Solutions Provider

6-month contract assignment for GTM and growth strategy assessment and functional sales and marketing plan creation. The primary goal of this engagement was to develop a comprehensive Go-To-Market (GTM) strategy for this leading provider of Customer Experience (CX), Data, and Artificial Intelligence (AI) services consultancy and outsourcer. This strategy and execution plan encompassed a tailored approach to effectively position and promote the client's offerings in the market, drive customer acquisition and retention, and ultimately enhance revenue generation and market share. The engagement consisted of comprehensive market and SWAT analysis, offering value proposition refinement, product positioning and market demand alignment, as well as channel GTM assessment/redesign. Deliverables included comprehensive GTM strategy document outlining recommendations, modifications, and related action plan(s). Customer personas, buying criteria, market segmentation, branding and value prop messaging were also addressed. A sales and marketing enablement plan, as well as a metrics management dashboard design, were also delivered.