Navigate360
Building safer tomorrows.

SSI

- 90 Day Cross-Sell Drip Campaign
- 10 Email Messages
- Awareness, Interest, Consideration Intent and Evaluation
- In-App XSell Messaging
- CSM Sales Enablement Tools

Behavioral Threat Assessment Case Manager

P3

- 90 Day Cross-Sell Drip Campaign
- 10 Email Messages
- Awareness, Interest, Consideration Intent and Evaluation
- In-App XSell Messaging
- CSM Sales Enablement Tools

Suicide Awareness & Prevention

- 90 Day Cross-Sell Drip Campaign
- 10 Email Messages
- Awareness, Interest, Consideration Intent and Evaluation
- In-App XSell Messaging
- CSM Sales Enablement Tools

Awareness

Day 1
Brand Awareness Message

Thank you message with details pertaining to Navigate360, the suite of products and a reaffirmation about the holistic approach to building a culture of safety.

Day 10
A Deeper Dive

More detail on BTA and the importance of taking the use of the software by utilizing both free resources we provide, as well as detail on other products like P3 and SSI.

Interest

Day 20
Connecting the Dots

Discuss the importance of having integrated systems that talk to each other for real time threat assessments.

Focal Pain Point:
Multiple systems that don't connmunicate with one another.

Day 30
Reducing the Clutter

Managing multiple systems is a challenge for any org. In this message we will dive deeper into reducing multiple applications into a single suite.

Focal Pain Point:
Multiple applications, multiple accounts, multiple POs for accounting

Consideration

Day 40
Product Considerations

Discuss our P3 anonymous tip reporting system and the integration with BTA.

Day 50
Success with P3

A deeper dive into the use of P3, the major benefits with statistical proof from the messaging.

Intent

Day 60
Customer Evidence

Discuss other customers that are currently utilizing P3 and the benefits and safety details that it has brought to their orgnaization.

Day 70
The True Benefits

In this message, I'd like to provide a case study on P3. Providing context to the messaging to this point with an affirmed customer that is willing to talk about how P3 made their organization a safer place with real world examples.

Evaluation

Day 80
Steps to Add P3

I'd like to breakdown the process for adding P3 to their existing suite of products, what that does to strengthen their efficacy, and how simple and easy it is to onboard into this platform.

Day 90
The Handoff

At this point, we can provide a detailed list of customers who have interacted throughout this journey, but have yet to come onboard. We will provide the sales tools, including potential scripts to help close these deals.

Awareness	Interest	Consideration	Intent	Evaluation

Day 1
Brand Awareness Message

Thank you message with details pertaining to Navigate360, the suite of products and a reaffirmation about the holistic approach to building a culture of safety.

Day 10
A Deeper Dive

More detail on BTA and the importance of taking the use of the software by utilizing both free resources we provide, as well as detail on other products like SSI and P3.

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Connecting the Dots

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Focal Pain Point:
Multiple systems that don't connmunicate with one another.

Day 30
Reducing the Clutter

Managing multiple systems is a challenge for any org. In this message we will dive deeper into reducing multiple applications into a single suite.

Focal Pain Point:
Multiple applications, multiple accounts, multiple POs for accounting

Day 40
Product Considerations

Discuss our SSI Scanning Platform tip reporting system and the integration with BTA.

Day 50
Importance of Knowing

A deeper dive into the use of SSI including an on-demand webinar with how the product works and how it help schools stay safe.

Day 60
Customer Evidence

Discuss other customers that are currently utilizing SSI and the benefits and safety details that it has brought to their orgnaization.

Day 70
The True Benefits

In this message, I'd like to provide a case study on SSI. Providing context to the messaging to this point with an affirmed customer that is willing to talk about how SSI made their organization a safer place with real world examples.

Day 80
Steps to Add SSI

I'd like to breakdown the process for adding SSI to their existing suite of products, what that does to strengthen their efficacy, and how simple and easy it is to onboard into this platform.

Day 90
The Handoff

At this point, we can provide a detailed list of customers who have interacted throughout this journey, but have yet to come onboard. We will provide the sales tools, including potential scripts to help close these deals.

Awareness

Day 1
Brand Awareness Message

Thank you message with details pertaining to Navigate360, the suite of products and a reaffirmation about the holistic approach to building a culture of safety.

Day 10
A Deeper Dive

More detail on SA&P and the importance of taking the use of the software by utilizing both free resources we provide, as well as detail on other products like P3 and SSI.

Interest

Day 20
Connecting the Dots

Discuss the importance of having integrated systems that talk to each other for real time threat assessments.

Focal Pain Point:
Multiple systems that don't connmunicate with one another.

Day 30
Reducing the Clutter

Managing multiple systems is a challenge for any org. In this message we will dive deeper into reducing multiple applications into a single suite.

Focal Pain Point:
Multiple applications, multiple accounts, multiple POs for accounting

Consideration

Day 40
Product Considerations

Discuss our SA&P guide and the integration with BTA.

Day 50
Success with SA&P

A deeper dive into the use of SA&P, the benefits of a comprehensive solution, information on all of the amazing resources it includes.

Intent

Day 60
Customer Evidence

Discuss other customers that are currently utilizing SA&P. Include some of the powerful content that was provided by Dr. Poland. This can help bridge knowledge and benefit gaps.

Day 70
The True Benefits

In this message, I'd like to provide a case study on SA&P. Providing context to the messaging to this point with an affirmed customer that is willing to talk about how SA&P made their organization more aligned and educated to handle the complexities of self-harm and suicide.

Evaluation

Day 80
Steps to Add P3

I'd like to breakdown the process for adding P3 to their existing suite of products, what that does to strengthen their efficacy, and how simple and easy it is to onboard into this platform.

Day 90
The Handoff

At this point, we can provide a detailed list of customers who have interacted throughout this journey, but have yet to come onboard. We will provide the sales tools, including potential scripts to help close these deals.