


“Your Network is Your Network”

“Shine Everyday”

Linkedin and Thought Leadership Accelerator



- Quick Customer Sales/Support Videos
- Partner-Branded Videos
- Largest LinkedIn MSP Group Promotion
- AI-Driven Content Library Platform
- Webinars - Podcasts
- Channel Partner Growth Accelerator
- New CyberChats

4-10

"Your Network is Your Network"

You are increasingly "valued, hired and measured" by the number of followers you have.

We can help you be a Digital-Social LinkedIn Sales & Thought Leader Today

To accelerate now - email cross@gocross.com or call 303-594-1694 and connect with [Tom Cross here.](#)

The following are critical core concepts into gaining and sustaining an executive presence on LinkedIn.

Start by Connecting with Tom Cross &

Joining the Largest LinkedIn Group for MSP/MSP and MSPAI or AIMSPs with 20.4K Members

Enterprise Global

Digital-Virtual Enterprise
 MSP - MSSP - Channel
 Cybersecurity - AI - IoT - IloT
 Cloud - 5G - Emerging
 Video News Networks - Corporate Universities
 SmartFactory.TV - SmartGrid.TV - DigitalCollege.TV

20,410 members
 Including Jeff Pulver and 3,680 other connections

Among our services, we do short-form news-style videos and VPR-Video Press Releases to help with US ADA and Global Government Disabilities Compliance for the deaf with closed-captions and blind with audio voiceovers along with innovative video clips to help those with learning challenges.

Tap on image for short-form video on this concept.



e-ChannelNews Editor Julian Lee Interviews Tom Cross

Tap on image for the 10-minute video on the core content concepts provided in the following pages:

- Partner Recruiting-Onboarding Accelerator Program - **Accelerate the "Signing to Selling" Process**
- Partner-Branded Videos - **Accelerate the "Selling to Using" Cycle**
- Video Development and Promotion - Video Press Release News Stories
- CyberChats - Continuous Partner Recruiting Accelerator Program
- Comprehensive Video Library - AI-Powered Video Streaming and Network News Platform



Explore those concepts and more below

Recommendation

Tom is seriously a really great business video producer and promoter. His videos are functional, practical, actionable and importantly, economical. I would recommend him do all your business videos and promote them to his vast LinkedIn audience. Paul Redding Channel, Engagement, & Cybersecurity Executive

Every day, I get asked about ROI but when I ask when kind of ROI are they looking for, they don't have an answer.

Well, here's one answer **ZERO is your ROI** - That is, if you do nothing, you get nothing and your competitors who spend to "make dust" get customers and all you do is "eat dust."

So, stop talking about ROI and do something otherwise you will fail even faster than you are now.

"Tom has helped me with more than a dozen videos on Coro.net solutions with exciting, dynamic video clips and leading-edge AI-generated audio making them fast-paced, factual, functional, and format-ready for smartphone viewers along with real ROI."
David Converse VP Channel Coro

----- If You Don't Make Dust, You Eat Dust and You Fail.

If you do nothing, you get nothing and worse, you can never catch up as the partner or customer buys from your competitor and they gain more customers/partners even faster than you can, no matter how much you try to catch them."

D.P CEO

Stop spending tens of thousands on BDR/SDR efforts and start getting access to a PAAS-Partner Acquisition and Advisory Service.

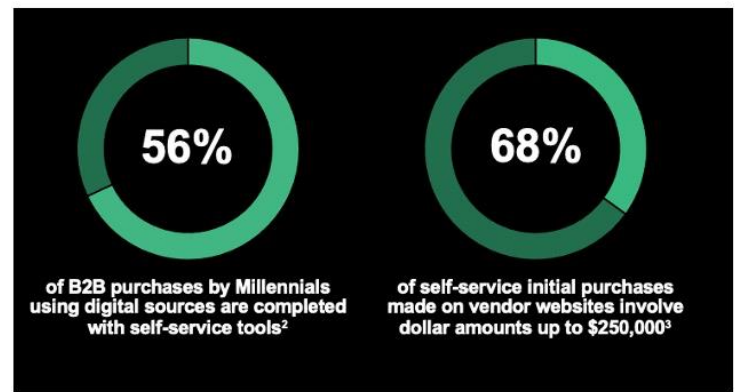


Build a proven revenue-generating strategy that has worked for the smallest to Fortune 500. Limited availability on a confidential basis.

Why Bother With LinkedIn !

In conversations with many sales executives, especially older ones, they still think that "pressing the flesh" is the only preferred way to sell. What they miss is that a rapidly increasing number of buyer(s) are millennials, who don't want to talk to salespeople, don't want to travel to trade shows to talk with booth staff who know little or nothing about the technical issues of a solution and prefer **self-service** buying online.

According to Forrester Research, these digital customers are reviewing you, your company, your solutions based on your "thought leadership," LinkedIn presence-followers and of course other factors.



"Your market solutions, thought leadership and company value are measured by the number of LinkedIn followers you have and customers are looking at your profile even when you are talking to them."

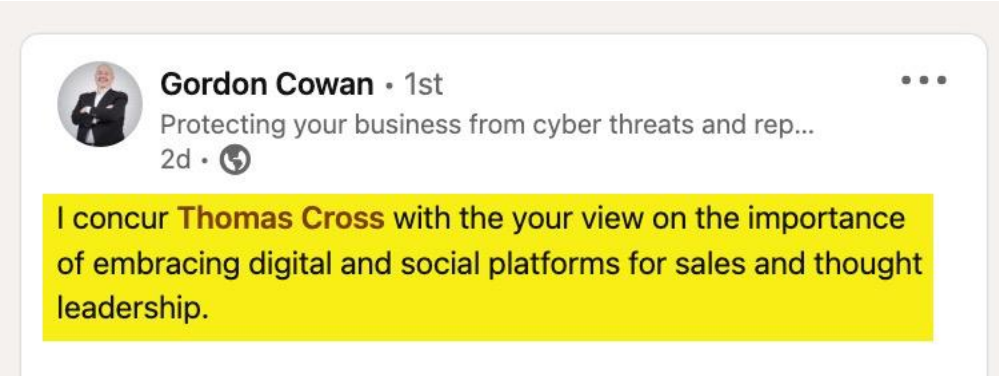


Digital Transformation of Content

In regard to content, customers increasingly expect a TikTok "video-first" approach to content. They want to see everything in video about you, your company, solutions before they contact you and if you don't have a strong video and LinkedIn presence they will never even contact you at all. Now is the time to start building content for the website and other use cases such as digital video displays, mobile apps and everything on the website.



More supporting thoughts from cyber leader - Gordon Cowan - click on image for LinkedIn profile.

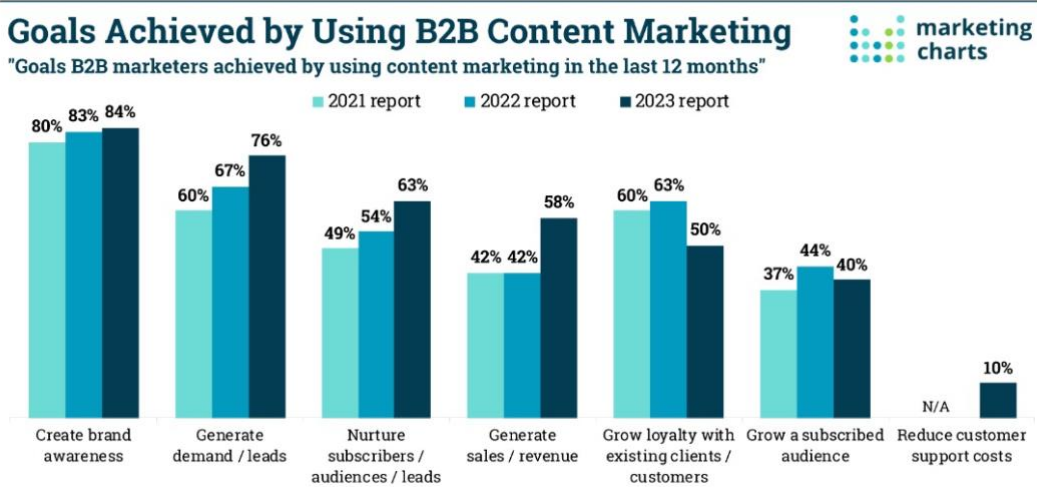


There are two key points from Gordon's perspective:

- ✳️ The future is digital: With the increasing number of millennial buyers who prefer self-service online purchasing, traditional sales methods are becoming less effective. By actively engaging on platforms like LinkedIn, sales professionals can adapt to this changing landscape and connect with these buyers. Creating compelling content, including videos, helps build trust and credibility, leading to successful sales outcomes.
- ✳️ Global reach: Digital platforms offer the opportunity to connect with potential customers globally. Unlike traditional methods limited by physical boundaries, LinkedIn and other online channels allow sales executives to establish themselves as thought leaders and expand their network. This global reach opens up new business opportunities and partnerships beyond what was previously possible.

To be a digital-social LinkedIn sales and thought leader is crucial for the future of sales. By embracing digital transformation and leveraging platforms like LinkedIn, sales professionals can connect with millennial buyers and expand their reach globally. Building a strong online presence and creating compelling content are essential to stay ahead in the evolving sales landscape.

In case you need convincing about why do video at all, here are more real ROI reasons.



Here is our own video below on "why do video and why LinkedIn"

How To - Simple Steps in Posting on LinkedIn - there are tips to help everyone gain followers.

You are measured by the number of followers you have as customers evaluate you and your solutions by your "thought leadership."

If you are a C-level, you should be at 10K+ followers.

With more than 40K+ followers we have and growing this information and video may not be the definitive guide to business networking on Linked but *certainly works*. [Click on image for the short video.](#) LinkedIn is now

considered "**the**" place for B2B selling, with reports, of as much as 80% or more selling conversations, beginning on LinkedIn especially with millennial buyers. Customers want to know who they are working with in detail. This means all customers will be reviewing your LinkedIn profile, and doing their "due diligence" long-before they communicate with you.

This means your LinkedIn profile must be complete, **and importantly, you are increasingly "valued and measured" by the number of followers you have!**

Make sure all your contact info is complete and up to date.

The most important "image" is your LinkedIn Profile Background - as this new business "billboard".

Contact us for a free LinkedIn background image.

Add your own "thought leadership" via LinkedIn newsletter and articles and content from the company website.

Follow other company colleagues and review their own posts before doing your posts.

Remember "likes" and "comments" have far less value, than "reposts" which show your followers you "value" thoughts of others.

At the same time, just reposting other people's content does not really help you gain followers.



Regarding Posts there are two critical elements - posts and frequency.

1 - Regarding Posts - Post content including videos (like this one) on real ROI business benefits.

Take the time to create informative, educational, actionable and ROI valuable concepts.

Use the LinkedIn Scheduling feature "clock face" option to plan posts over weeks ahead.

Companies buy on these core concepts and others.

- Lower costs - reduce overhead, labor and technology costs go straight to the "bottom-line".
- Increase revenues - harder to address as this could raise sales and marketing costs.
- Simplify operations - reduce process congestion or supply chain and explain complex processes.

Post "use cases" for buyer "personas" from a flower shop to a global logistic player.

Realize that the person you are talking to or communicating with may not likely be the decision-maker.

Remember you will never ever know "everyone" who is involved in the decision-making process.

That is, insiders, outsiders, advisors, friends, consultants, reports and every other possibility is involved.

Post content for the CEO to front-line, from first contact to customer services.

Post content how "each person" will benefit as they may be the person you need.

Post content on current business topics like "how cyberattacks and incident reporting will impact" customers.

Review the company website site ideas,

and see what other company channel partner sales managers are posting and adjust before posting.
Post with "tagging" partner name using "@" symbol - "Get Cybersecurity from @ABC Solutions to".
Post sales content like this one addresses the WIIFM - "what's in it for me" buyer needs, not just wants.
Post content with meaningful CTA - Call To Actions,
and importantly **there is no action without a call to action.**

2 - Regarding Frequency - post daily - as it's a "marathon, not a sprint."

Post new content and any other relevant news content - post content daily like "fresh bread."
Post informative business news like "major public cyberattacks".
Post often including weekends, as buyers want to know you are "on top of IT".
Post using hashtags such as #education #finance whatever fits the content to be posted.
Add hashtags sparingly only 3-5 to each post as the LinkedIn engine denigrates your post if there are too many.
Then "rerun" content again as viewers may not have seen it the first time you posted.
Posting content is not "once and done" so persistence pays off.

Bottom-line - in digital-social selling "Your Network is Your Networth" having a large following brings real results.

If you need professional assistance, in growing your sales and followers email cross@gocross.com

Partner Recruiting-OnBoarding Accelerator Program - Accelerate the "Signing to Selling" Process

The following are details on how to gain-retain channel partners, increase your own followers and accelerate your business efforts.

"This is faster-cheaper-better than any other means for acquiring channel partners and iPad is an awesome incentive for success and fast ROI." J.W CRO/CCO

"How you sell us shows us if you really know how to help us sell your stuff."
G.B. CEO MSP

Click on the image to the right for scripts and sample videos.

Now for limited time, get a Free iPad 64g with purchase of every four videos. Use as a gift for top Partner Performers, incentive to become a partner or ... Limited time offer, subject to change without notice.



This is an exciting program for providers, distributors and any company to accelerate their partner recruiting with quick videos.

"An in depth survey found that Chief Channel Officers say **that it IS the job of the Channel Partner Manager** to do channel partner recruiting. At the same time, Channel Partner Managers say it **IS the job of the Chief Channel Officer** to do channel partner recruiting.

This really means little or NO recruiting is being done or done inadequately. Tom's program makes sure partner recruiting even onboarding is done faster, easier, better and much cheaper than wasting thousands on trade shows, led gen, SEO, etc." F.B. CEO

"These videos or custom ones are a 'must-have' for all solutions providers to gain and compete for channel partners to show them they are the 'best-in-class' company to be associated with." D.P. CCO

"The Partner Recruiting Accelerator Program has already achieved great results helping us reduce the partner recruiting cycle significantly along with getting them up to speed faster in selling their customers." L.D CRO

Below is an endorsement from a major MSP thought leader and expert, tap on image for website.



CHANNELFORCE
SALES ACCELERATION THROUGH CHANNEL INNOVATION

"Core to our MP3-Methodology Planning, Process and Performance is channel partner recruiting and onboarding.

The innovative **Partner Recruiting Accelerator Program** integrates our thoughts with innovative video and content to help the process of gaining and retaining channel partners with the largest LinkedIn Group for MSP/MSSP channel partners.

I highly recommend the **Partner Recruiting Accelerator Program** as a **"must-have"** for every company seeking to gain-grow channel partners incorporate this into your business now along with our **MP3 strategy for real ROI.**"

channel-force.com Craig Booth Founder - Channel-Force.com

Each of the "stock videos" are available for \$730 each or all four for \$2,499 (save \$500) that will be customized with Your logo and contact information. If you prefer, send a script like the ones below with less than 300 words recommended to keep them short enough for partners to watch.

Email cross@gocross.com or call 303-594-1694 to discuss options pricing for custom videos. Importantly this is BOTH production and promotion of videos on LinkedIn to 35K+

in Tom's 15K+ here - <https://www.linkedin.com/in/techtionary/> and

in the largest LinkedIn Group for MSP/MSSPs with 20K+ members - <https://www.linkedin.com/groups/121739/>

CyberChats - Continuous Partner Recruiting Accelerator Program

An ongoing weekly video program is available to continuously seek to gain and retain partners. A complete list of the year-long program video titles is available via cross@gocross.com

What this means is to have an ongoing plan to **produce** a continuous series of partner recruiting videos and weekly **promotion** via the means above and other ways.

CyberChats global streaming video - produce your own video live and ondemand news channel or channels with daily, anytime, news, views, customer and expert interviews, product/solutions demos/virtual trade shows, breaking news on ChannelPartner.TV or your own video news platform. Exclusive weekly time slots are available as well as exclusivity cybersecurity and AI topics (email for details) with custom channel promotion across as



Owner of LinkedIn Group(s) such as this one with 20K growing about 100+ new members a week and personal profile of 15K connections to more than 40K daily.

We can also assist you in training for presentation certification classes, assist as moderator/interviewer but **critically this is "your news channel"** not on "ads-first" YouTube where you can find your competitors ads before viewers see yours. These video streaming events can be recorded and published on ChannelPartner.TV or your website. These events are intended to be spontaneous and engaging without requiring registration, however, "buy now" buttons are included to add offers.

This is a new concept so open to custom configurations pricing starting at ~\$600 per two-hours including recording and importantly includes LinkedIn promotion twice (more promotions are available) before the event. Four events are \$1,900 per month (six month commitment required paid in advance) including Linked promotion. Prices subject to change without notice and will rise as the group members grows.

Notably, if you want your own video platform on a new domain like younamegoeshere.tv, this is only \$1,800 per month (twelve month commitment required), however does not include LinkedIn promotion (available at a discount). Contact to discuss options.

Simple summary - broadcast live news to an unlimited audience global anytime or on a schedule with no annoying ads plus major LinkedIn promotion for an expensive fee.

Video Development and Promotion - Video Press Release News Stories

Editor Note - We do short-form videos and VPR-video press releases to help the deaf with closed-captions and blind with audio voiceovers along with exciting video clips to help those with learning challenges.

Top-10 Core Concepts in Growing Your LinkedIn Presence to Being a Global Sales

Professional and B2B Sales Expert – [in 6 Quick Videos](#)

Video Production and Promotion to LinkedIn Group \$740 per video.
Videos are designed, developed and produced for 2-minute "fast-format" smartphone focused delivery with "Extended Cut" for more indepth productions.

A super-pack of 10 videos is available for \$6,600.

Promotion of video post to Tom's Personal LinkedIn Profile - \$200 each - though multiple reposts are recommended over a month or so.

Discounts for 10 or more videos a month.

Tap on image to view video on Benefits of being a LinkedIn Leader



Partner-Branded Videos - Accelerate the "Selling to Using" Cycle

These are special custom versions of other company videos where the company logo is removed and replaced with the partner-logo and contact information.

These videos are \$220 each from videos previously produced in the Video Development effort above.

We can or you can provide billing to partners and recommended these videos be integrated into your MDF-marketing development funds or marketing coop efforts.

Tap on image for quick video on the benefits of partner-branded videos.



Group Manager "Marquee" Position in the Largest (verify) LinkedIn Group for MSP/MSSPs with 20,400+ members and growing at 75-100+ carefully curated members a week.



And click on image to join this great group. This is great for company and personal promotion and individual LinkedIn posts.

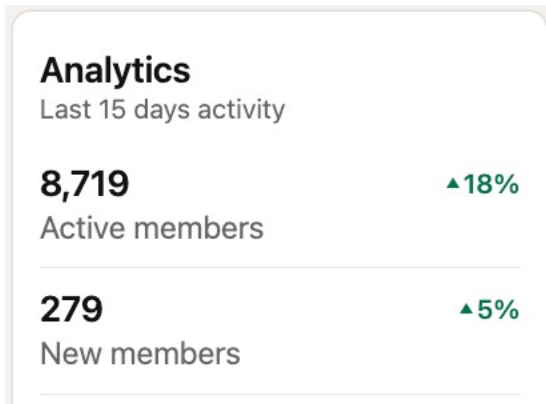
The Group Manager is allowed up to post **2 posts a week or 8 a month** or \$2,500+ value and **importantly without needing approval or moderation** - <https://www.linkedin.com/groups/121739/>

Here are just a few examples of posts the Group Manager can do - promote the Company Page, post customer promotions, special offers, product announcements and new Business Partners, etc.

In addition, Group Manager can "pin" one (1) free post (five days each) a month for Free - a \$650 value and you can upgrade to one (1) "promoted" post where goes to all the members of the group per month for \$650 each.

You select who you want to be Group Manager - see mockup to the right >

TOTAL FEE is \$4,200 a month (six month minimum requirement). \$3,500 a month for twelve months.

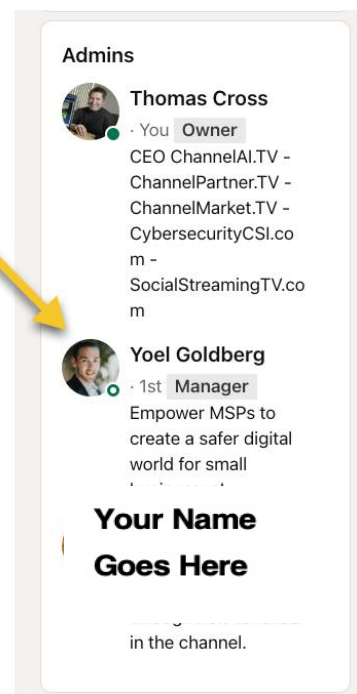


Group History and Stats

Everyone wants to know "what will I get for my ad money?" The answer is "what effort did you make to get it" is the answer. If your posts have no CTA-call to action without substantial

offers like \$3-500 gift cards or airline miles or some real benefit to the buyer, nothing will happen. If you offer real benefits not just discounts or "chance to win" prizes the group can work for you and I will help you do that.

The **most important statistic is Group Growth** which averages ~130+ new members a week (note the figures LinkedIn provides are from the page 15 days).



All applications for membership are reviewed and no SEO, web designers, lead gen and other spammers are allowed and frankly if they do get it they don't go very far.

Importantly, **ALL posts are Moderated** and so if someone does get in and tried to spam the group, their posts are deleted and never seen by members and if they try again and do not respond to my DM they are removed and blocked from the group. I do allow people seeking jobs, students, researchers and others who may not all be buyers, but they may be influencers to those who are buyers. I have Owned and Managed this group for **15 years (to show you that I have worked for a long time to carefully** grow it along with inviting executives and leaders and I am committed to helping you grow your personal and company presence.

Note: Group Manager Upgrade is Not Required to have posts pinned or promoted. This means any member can request this feature.

"Pinned" Posts

Owner can "pin" a post to the Top of the Group Message - \$650 each for five days.
Group Manager gets one (1) pinned posts for free.

Promoted Posts to All Group Members

Once a week Linkedin allows one post to be shared with All members - \$650 each.
Group Manager gets one (1) promote posts a month.

Posting in Groups and Tom's Profile and REposting of Company Posts

You create posts and submit to Group for Approval or REposts of company page or people posts
- \$150 each or four for \$800.00 or \$1,000 with Tom's Profile of 15K.

The same fees apply to just commenting, liking of your posts along with REposting to Tom's followers.
- \$150 each or four for \$800 or \$1,000 with Tom's Profile of almost 15K.

Comprehensive Video Platform - AI-Powered Video Streaming and Network Digital News





If you buy more than four (4) videos per month or pay for an entire year 12 posts (one each monthly), you get a free social media network and library for all the videos - a comprehensive video solutions system with a vast array of features (click on image for more).

A complete full production “live” demo system is available at ChannelPartner.TV with more than 1,900+ videos along with content and more, to test as long as you like. The CrossTalk Ultra

AI-video platform is installed on a unique domain name you own.



Here is a 3-minute video on nearly all of the features.



Ian Whiteford (He/Him) · 1st

9m ...

Founder @RebelHR | Director @Windranger | Fracti...

Thomas Cross The strategic approach of providing "just-enough, just-in-time" engaging videos ensures that viewers receive actionable knowledge and insights for partner and customer education. ✨

Articles Blogs

Original writing (all original content, no AI) 3-500 words \$600 each sending a landing page or topics to explore this concept.

Webinars - Development - Delivery - Moderation

Here is an example of Tom's webinar skills.

These are the evaluation scores from Tom's Presentation to Microsoft Partners & Staff Called "Top-10 Tips for Success" Part 3 of 3 on Telecommunications Networks

	Instructor	Courseware	Overall Satisfaction	Business Results	Learning Effectiveness	Job Impact	Environment	Average
Average	8.73	8.38	8.73	8.64	8.45	8.45	8.91	8.59

- The score is out of 9.0 and that's the highest score I have ever seen! Great job Tom – Mike Zeim – Microsoft US Partner Skills Development
- Wow!!!!!! I didn't think beating your survey score last time was possible - and look at those results! Great job, Tom! Jessasym West - Microsoft US Partner Skills Development
- "I personally have sat through a number of Tom's sessions and found every one of them to be well organized, interactive and informative - Lync User Forum and TECHtionary.com are highly recommended resources to bring your organization up to speed on SIP and Microsoft Lync." - Alan Percy the Director of Market Development at AudioCodes.

Assistance in developing, moderating and delivery and promoting archive - \$2-4,000 each with additional posting of archive recommended.

Customer Case Studies

Typically, a 2-3 month process each to contact, schedule, interview, writeup, get often permission from customer legal department but seriously the best way to show customers your value - \$2-3000 each.

Professional Services

Develop business, sales and channel partner programs along with press relations and introductions to key leaders in North America. Pricing is on a custom proposal basis.

Customer References

Here are few of many customers and sponsors **showing real results and ROI.**



Gordon Cowan · 1st

3h ...

Protecting your business from cyber threats ...

Thomas Cross you are always willing to assist and help us grow your organizations. **Your engaging explainer videos have been a fantastic tool to get our value propositions across in a very cost effective manner!**

"Tom has helped me with more than a dozen videos on Coro.net solutions with exciting, dynamic video clips and leading-edge AI-generated audio making them fast-paced, factual, functional, and format-ready for smartphone viewers along with real ROI."
David Converse VP Channel Coro

Hi Guys,

Tom and I have just completed three videos for distribution to potential customers. They are a great medium to deliver information on our products and services. I plan to make them available on our website as well.

It would be nice to produce a single video that covers all of our services. But one step at a time for now.

Thanks to Tom for working with me to fine tune what I think is a great first step in delivering our message of cyber resilience.

Regards

Dan

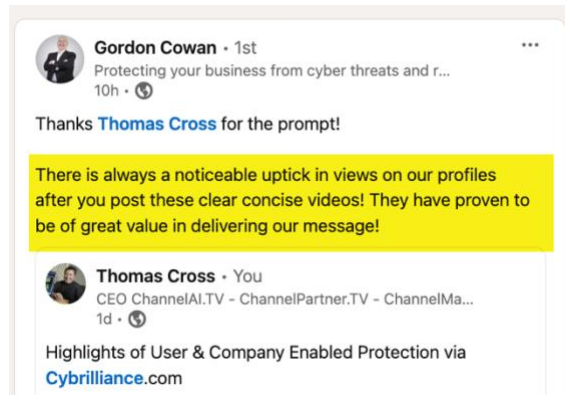
Daniel R Coyle

CEO

Data Cognizance Technologies

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www.datacognizance.com



Next Steps:

- You can simply email or call anytime, we work weekends 303-594-1694, tell us what you want to do to cross@cross.com.
- We will review, add additional optional "happy meal discounts" and provide Invoice for Payment.
- Once Payment is received, work begins along with upgrades to Group Manager immediately and setup ongoing going discussions to meet or exceed expectations.

Produced and Provided by:

TECHtionary™

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Contact: 303-594-1694 or email – cross@gocross.com TAX-ID 06-1643790

A Colorado Corporation in "Good Standing."

Subject to change without notice.