



Our goal is to accelerate both your Personal and Business Digital-Social Thought Leader Presence & reach along with producing content via video news and video streaming services and promoting this content via LinkedIn along our own platform ChannelPartner.TV or building a comprehensive video platform for you or your company.

We provide these services:

- 1 - LinkedIn Business Promotions including Partner-Branded Videos - page 3
 - Pinned posts, Group Newsletter and individual posting to the Group - page 5
- 2 - Videos for Business Programs - page 13
- 3 - Video Streaming Networks - page 20
 - DoorBell FixitFast solution - page 22
 - Channel Manager AI for channel management - page 24
 - OmnicommsUltra - omnichannel AI chatbot - page 25
 - ChannelPartner.TV video streaming platform - page 26
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- 4 - Professional Services - webinars, articles, customer case studies, etc. - page 31
- 5 - Next Steps - ordering, billing, etc. - page 34

EXECUTIVE SUMMARY



"Your Network is Your Networth"

Strategic View - You are increasingly valued and measured by the number of LinkedIn followers you have and by increasing your posting you increase your followers along with customers, stakeholders, press, investors and more. Customers are likely reviewing your LinkedIn presence even before they begin communicating with you and their teams are doing their "due diligence" on your company, solutions and "thought leadership" importantly as a buying factor.

Here's another great reason, even if you don't believe the first one, to post consistently because [Google](#) and Google Gemini now many of the AI solutions search LinkedIn including profiles and articles <http://bit.ly/3GVTjxl> which means posting daily helps you increase your search ranking and inclusion..

"Shortening the sales cycles is the ultimate goal of any sales effort. More than other means, short videos and AI sales tools developed by Tom achieve that goal which is supported by indepth LinkedIn research. Get him to help you beat your sales goals. Building sales videos for each "persona" has proven to shorten the sales cycle by weeks or months is the most important reason why companies need sales videos." David Converse Channel Leader

Since everyone has a different viewpoint on videos, this comment reflects our view, according to one CEO, "Facts-based detailed videos, rather than "personality" opinion videos, is the new business communications model for helping B2B enterprise and SMB in their decision-making and to really shorten the sales cycle." LinkedIn research, presented later supports our view.

1 - LinkedIn Business Promotions

Start by Connecting with [Tom Cross](#) with 23,891+ followers




The image shows the LinkedIn profile of Thomas Cross. The header features a banner with the text "Your Network is Your Networth" in purple, followed by "ChannelPartner.TV World's Largest Cybersecurity & AI Channel Video News Network" in blue. To the right of the banner is a circular gold seal that reads "UNIVERSITY OF COLORADO, COLORADO SPRINGS STRATEGIC ARTIFICIAL INTELLIGENCE PROGRAM ADVISOR". Further right is a book cover titled "Mind Meld: CEO & AI Merging of Mind & Metal By Thomas B. Cross". Below the banner is a circular profile picture of Thomas Cross, a man with dark hair wearing a dark turtleneck. To the right of the profile picture is the LinkedIn logo and a pencil icon. Below the profile picture, the name "Thomas Cross" is displayed with a verified badge. His bio reads: "CEO ChannelAI.TV - ChannelPartner.TV - AIUserForum.com - SocialStreamingTV.com - GTM CMO CRO CCO - Owner of the Largest LinkedIn Group for MSPs, AI MSPs, GTM and more". His location is "Boulder, Colorado, United States" and there is a "Contact info" link. Below the bio, it shows "23,800 followers" in a yellow box and "500+ connections". To the right of the bio are two logos: "Social Streaming TV" and "University of Colorado Boulder".

and join the Largest LinkedIn Group for MSP/MSSP's and AI MSPs and other categories with 24,780K+ Members

<https://www.linkedin.com/groups/121739/>

This is the Largest Group, according to LinkedIn for AI MSPs.



The image shows the banner for a LinkedIn group. The banner has a dark blue background with a perspective view of a hallway lined with server racks. Text on the banner includes "Global Digital-Virtual Enterprise", "Data Center", "AI", "MSP-Channel", "AI bots", "Agentic-AI", and "Mobile-Cloud". To the right of the banner, it says "24,781 members" and "Including Isaiah Hogberg and 7,216 other connections". Below this text are four circular profile pictures of men and a circle containing the text "7.2K".

To start accelerating now - email cross@gocross.com or call 303-594-1694

Option - LinkedIn Group Manager "Marquee" Position in the Largest ([verify](#)) LinkedIn Group for MSP/MSSPs with 24.7K+ members and growing at 75-100+ carefully curated members (not everyone gets admitted) a week.

In addition to being shown on the Group Admin Page, here are two key options:

1) Essential Group Manager - Your image as shown to the right appears on the Group Admin (though you may not be at the top) and you can post customer promotions, special offers, product announcements and new business partners, etc. twice a week without moderation including cross posting to Tom's Profile - a \$1,600 month value not including the prominent position on the Admin marquee and one "pinned" post (five days) a month.

2) Premium Group Manager - In addition to Essential Manager posting privileges, you get "pinned" two (2) free posts which as posts that appear at the Top of the Group page which a visitor sees first for (five days each) a month for Free - a \$1,400 value and three (3) "Recommended" posts where goes to all the members to their LinkedIn login email (not DM) of the group per month for \$700 each or \$2,100 value and discounts for more Pinned or Recommended Posts or \$3,500 value for both.

Fees - Essential Group Manager is \$1,200 a month or

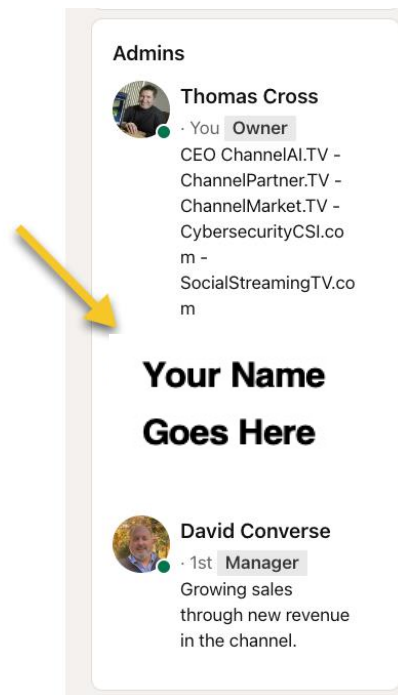
Premium Group Manager at \$2,500 a month (six month minimum requirement) and discounts prepayments of six- and 12-month purchases. If month-to-month, fees subject to change without notice and credit cards accepted.

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.

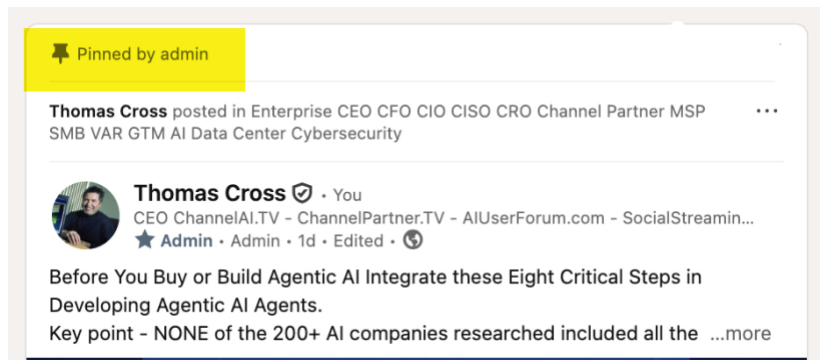
If you offer real benefits, not just discounts or "chance to win" prizes the group can work for you and I will help you do that. The most important statistic is Group Growth which averages ~50-100+ new members a week (note the figures LinkedIn provides are from the past 15 days and no guarantee of future results). All applications for membership are reviewed and no SEO, web designers, lead gen and other spammers are allowed and frankly if they do get in, they don't go very far and are removed immediately.

Importantly, **ALL posts are Moderated and Sponsored** 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 **17+ years to show you that I have worked for a long time to carefully** grow the group 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.



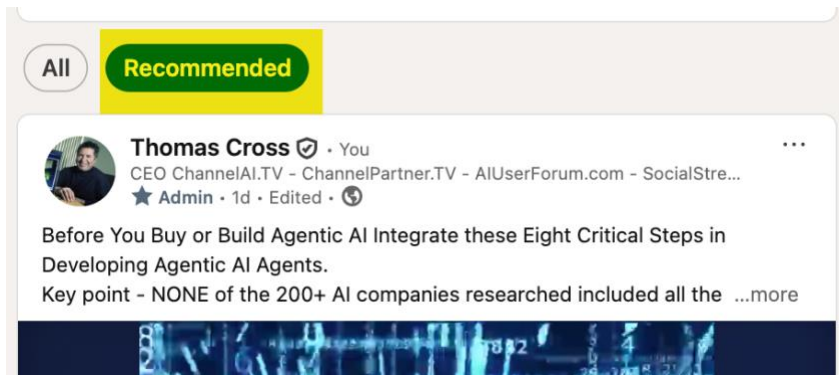
"Pinned" Posts

Posts are "pinned" to the Top of the Group go to Group to see pinned post for \$500 each for five days. This is an upgrade to an individual post see below. This means you can upgrade your individual post to a "Pinned" post for \$350 for one week.



Group Newsletter - Recommended Posts to All Group Members

Once a week LinkedIn allows three posts to be shared in a Recommended Newsletter Email that goes to **All members** to their LinkedIn Login Email not DM (glad to explain more) - deadline is Sunday PM for Monday PM email - \$500 each. Like with pinned posts, this is an Upgrade to an individual post for \$350. This post is also listed in the Recommended Area of the Group.



Posting to the Group and Tom's Profile and REposting

Individual posts are \$150 each or six for \$700.00 (save \$200) and with Tom's Profile of 23.9K+ \$250 each or six for \$1,200 (save \$300) Discounts for Monthly or Quarterly commitments available. You create posts and submit to Group of 24.8K+ for Approval or REposts of company page or people posts:

The same fees apply to just commenting and liking of your posts along with REposting to Tom's 23.8K followers.

"There are many forms of ROI that provide long-term value. In the B2B marketplace, sales are not immediate, they often take months and years. Being top in mind with customers is a KPI to help make the sale. The key metric for that is the number of followers you have and are gaining.

By gaining new LinkedIn followers is probably the best ROI there is as this leads to long-term customer value when they are ready to buy.

Tom has accelerated my presence and continues to do so and as he says, "Your Network is Your Network." He is a superb content strategist as well without reservation he is the best."

• David Converse SVP

Partner-Branded Videos



Do you want something to really help your channel partner sell your solutions for as little as \$99 each?

And, like with partners along are internal SDR's, are you finding that often 20% of the team does 80% of the sales and more?

And, the remaining people are wasting precious, and likely permanent loss of customer opportunity and delays.

Are your top performers really performing at their best?

And those less than the best hitting their ramp or falling off?

And move those failing getting them out the door before doing any lingering harm?

Can you scale your team without disruption?

Getting to the point do you find that maintaining much less increasing sales is hard and increasingly harder?

Enough questions, you get the drift that the losers on your sales team, is costing you tens or hundreds of thousands with no end in sight.

Plus, sales cycles are longer as companies test and test and test again before deciding.

Tap on image for video

New sales tools are needed but here's one that works, really works.

QSV-Quick Sales Videos Really Accelerates Sales,

Reduces the Sales Cycle and Costs, Enhances Prospecting – Lead Generation,

Reduce SDR Ramp time, Cuts Confusion, Provides Real ROI,

Aids in Powerful CTA-Call To Actions, Simplifies Training,

Provides a Competitive Edge and more.

And from a real customer, "SocialStreamingTV has done more than a dozen videos, on our solutions with exciting results.

These videos are quick typically 2-minutes long,

– so just-in-time, just enough to keep customers engaged,

with leading-edge AI-generated audio making them fast-paced, factual,

functional and format-ready for smartphone viewers along with real ROI."

Another added "quick sales videos also bridges gaps in sales staffing and training,

helping newbies get up to speed faster and top performers accelerate even more."

These videos are powerful ways to improve website image and enhance Calls To Action and thought leadership.

These videos can be branded anyway you like, and importantly "unbranded" or "partner branded".

Quick Sales Videos can be ready in hours, not weeks and gain-retain customers now.

At the end of the video, partner contact, website and more can be used.

"Personal" Private Posting - aka "Professional Personal Assistant for Social Media - LinkedIn"

This is a professional personal service for a few leaders who want to increase their personal presence and reach on LinkedIn. From the corporate website or other content, I carefully curate create a custom (no AI) LinkedIn post including a graphic along with three hashtags (I can tell you why only three). This is available starting at \$500 a month for one post per week going to \$2,500 a month for posting seven days a week.

Email cross@gocross.com for more details and **Tap on image** or here <http://bit.ly/4lm9LGb> for 2-minute video..

This does not include posting to Tom's LinkedIn Account or any LinkedIn Group posts which are also available. I am proficient in other social media platforms but prefer to focus on B2B efforts on LinkedIn.



Partner Recruiting Failures and New Solutions

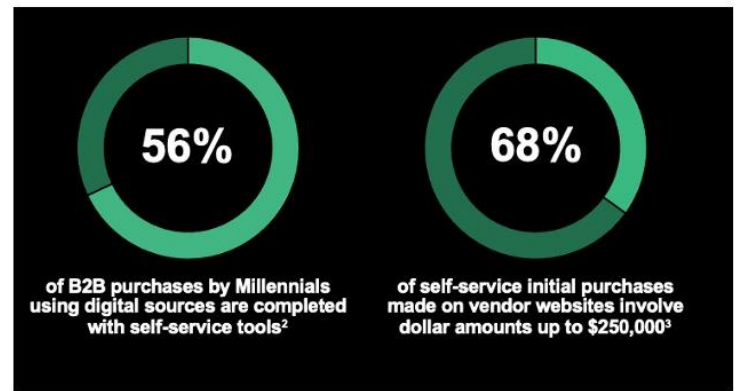
Perk	Starter	Growth	Scale	Elite
MRR Milestones for each Tier	\$0 - \$99,999	\$100,000 - \$199,999	\$200,000 - \$299,999	\$300,000+
Revenue Share (Commission)	10%	15%	20%	25%
Dedicated Partner Manager	✓	✓	✓	✓
Private Slack Channel	✓	✓	✓	✓
Demo Environment (500 mins)	✓	✓	✓	✓
Marketing & Brand Tool Kit	✓	✓	✓	✓
Co-Marketing Budget	✗	\$1k/Q	\$2.5k/Q	\$5k+/Q
Product Roadmap Input	✗	✗	✓	✓

In a recent survey of CCO, CRO and CEOs of solutions providers, we found that 80% said that their partner recruiting efforts via trade shows “simply don’t work.” One CRO anonymously said, “I’ve been doing this for more than a decade and it is a broken system with channel managers paying “lip service” but really unwilling to do partner recruiting and onboarding is failing us even more so.” This answer was reflected in nearly all those interviewed but most unwilling to say so publicly. Here is an example of a typical channel partner incentive program and **doomed to failure** because there is NO incentive for new partners to try.

Why Bother With LinkedIn !

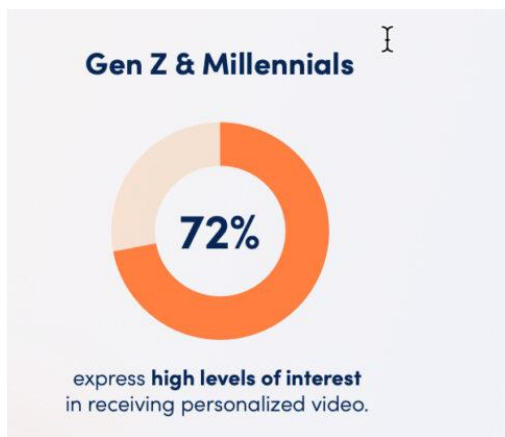
In conversations with many sales executives, especially older ones, they still think that "pressing the flesh" is the only preferred way to sell. What they miss is that a rapidly increasing number of buyer(s) are millennials, who don't want to talk to salespeople, don't want to travel to trade shows 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.

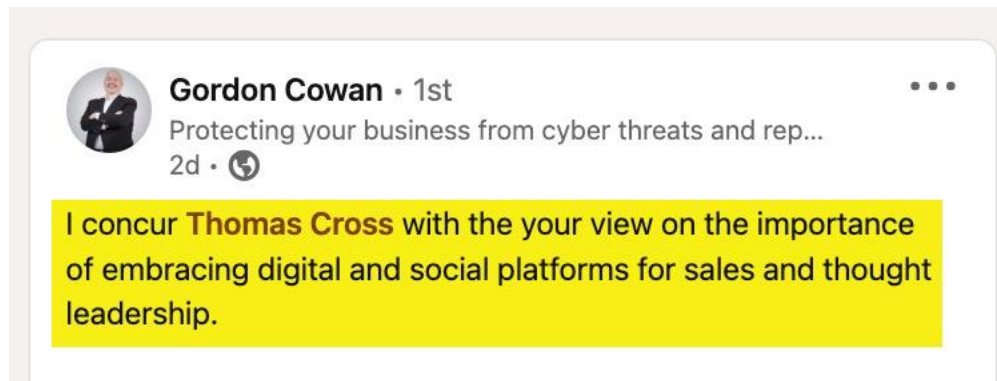


Digital Transformation of Content

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.

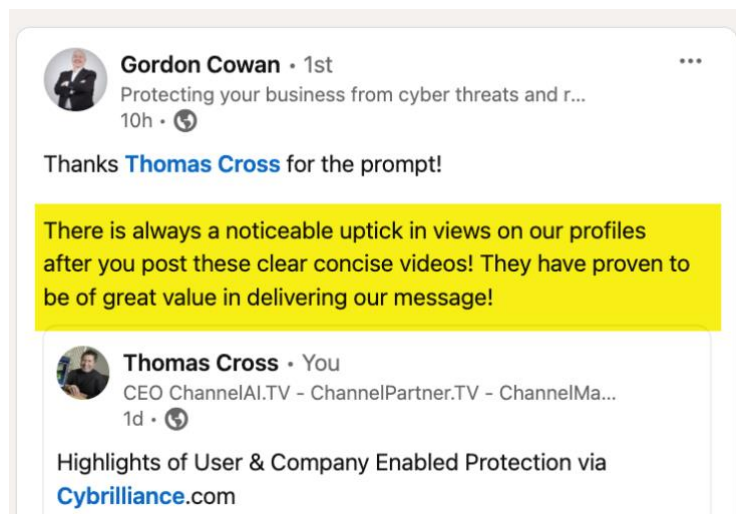


More supporting thoughts from cyber leader - Gordon Cowan - [click on image for LinkedIn profile](#).



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.



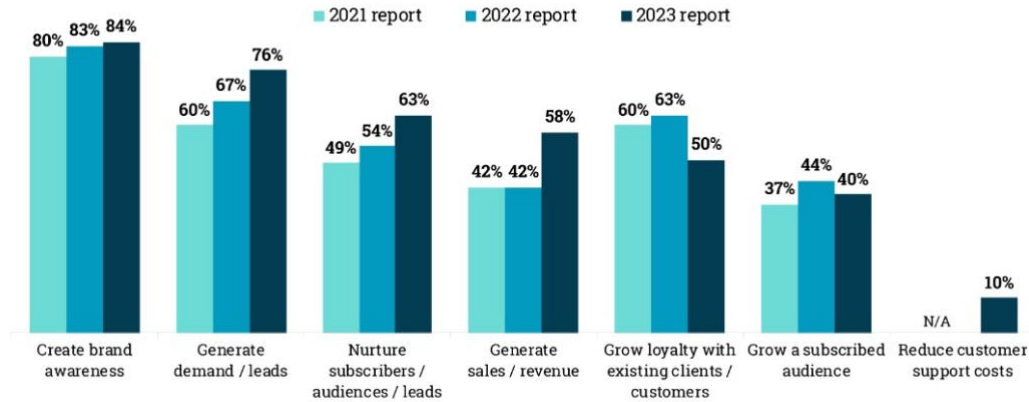
To be a digital-social LinkedIn sales and thought leader is crucial for the future of sales. By embracing digital transformation and leveraging platforms like LinkedIn, sales professionals can connect with millennial buyers and expand their reach globally. Building a strong online presence and creating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

Goals Achieved by Using B2B Content Marketing

"Goals B2B marketers achieved by using content marketing in the last 12 months"

marketing
charts



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 45K+ 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.

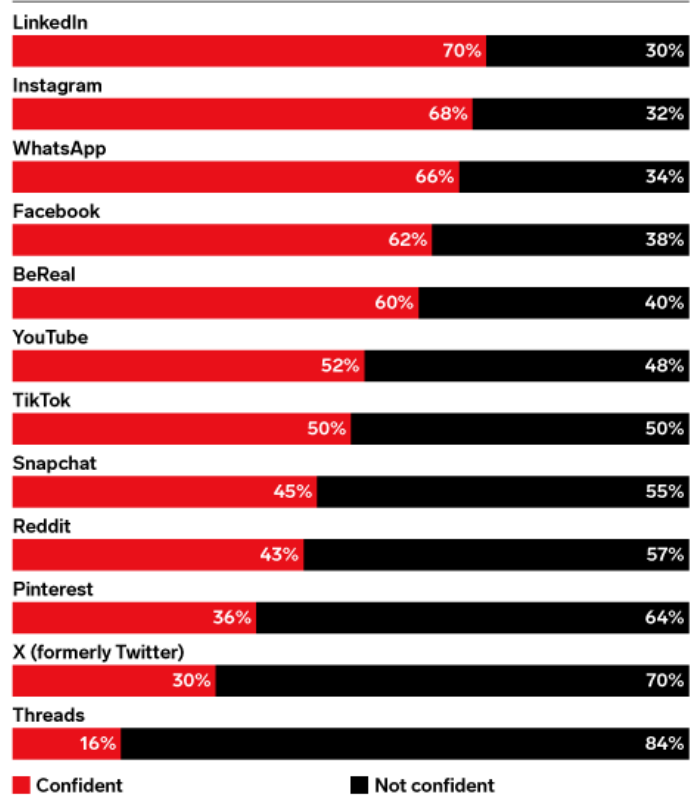
This means all customers with be reviewing your
LinkedIn profile,

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!

Confidence Level of Marketers Worldwide That Social Media Platforms Deliver a Positive Return on Investment (ROI) for Their Company, Aug 2023 % of respondents



Note: n=3,891

Source: Hootsuite, "2024 Social Trends Report," Nov 14, 2023

284114

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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

2 - Videos for Business Programs

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

Recommendations

"Most people think social media is easy, it is certainly not and taking the time requires a lot of thought before you write and post anything that viewers would find of real value.

Tom Cross has that skill many times over along with the determination to get it right and has helped me be a great social media leader and thank him for his persistence and diligence and highly recommend anyone get his help.

Tom also produces high performance business videos and powerful video networks such as ChannelPartner.TV the largest video news network on channel solutions with real ROI that every MSP should have for their customer communications."

Tom Turner CCO Coro

Tom Turner
Channel Chief
CORO Cyber Security
Phone: 312-550-3570
Email: tom.turner@coro.net
Website: www.coro.net
[Check out our new Number One Ranking on G2 Crowd](#)



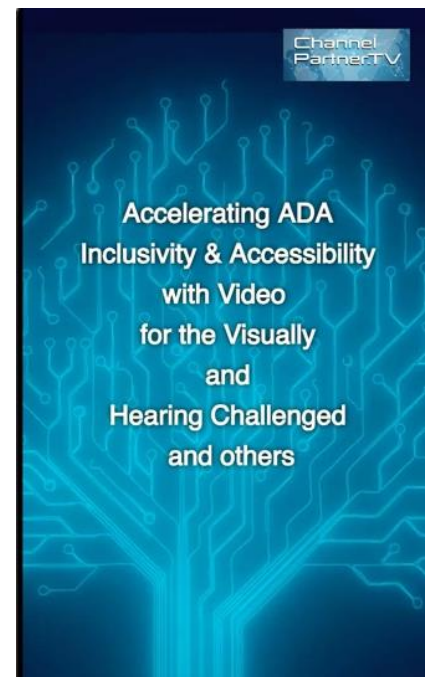
**Every day, I get asked about ROI but when I ask when
kind of ROI are they looking for, they don't have an
answer.**

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

**Our goal is to do short-form news-style videos
and VPR-Video Press Releases to help with US ADA
and many other Governments Globally
for 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.**



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

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

<http://bit.ly/4ljtpCN>

Video Production **and** Promotion to LinkedIn Group \$600 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 \$5,000.

Promotion of video post to Tom's Personal LinkedIn Profile - \$100 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

"Shortening the sales cycles is the ultimate goal of any sales effort. More than other means, short videos and AI sales tools developed by Tom achieve that goal which is supported by LinkedIn research.

Get him to help you beat your sales goals. Building sales videos for each "persona" has proven to shorten the sales cycle by weeks or months is most important reason why companies need sales video."
David Converse RVP



Sales/Business Development Assistance Videos

CEO's CRO's don't hire an SDR, expand SDRs efforts or outsource your sales development consider this approach for faster-easier-longer lasting and vastly cheaper way to do sales in this 2-minute video and now with one-touch access via "Video DoorBell" to live agents.

“One or more videos easily support or take the place of one or more SDR’s at a small fraction of the cost and videos are available 7x24, no need for time off or vaca or poor attitude problems with customer’s or team members, lack of empathy or indepth technical knowledge to answer customer questions, no need for office space, videos can also help the buyer(s) and their colleagues know with greater personalized quality and much cheaper with customer focused use cases plus far less annoying to customers who hate being peppered with questions and much more and we have reduced SDR turnover more than you can imagine” J.D. CRO



[Click here for link to a 2-minute video:](#)

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 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.

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.

The graphic features the ChannelForce logo at the top left, which includes a stylized 'CF' icon and the text 'CHANNELFORCE' with the tagline 'SALES ACCELERATION THROUGH CHANNEL INNOVATION' below it. To the right of the logo is a quote from Craig Booth, Founder of Channel-Force.com, praising the Partner Recruiting Accelerator Program. The quote is presented in three paragraphs. To the left of the quote is a 3D bar chart with five bars of increasing height, topped with a blue arrow pointing upwards. The website 'channel-force.com' is written at the bottom left of the graphic.

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."**

Craig Booth Founder - Channel-Force.com

channel-force.com

Option - Video Development and Promotion - Video Press Release News Stories

NEW - Via LinkedIn Research Short-Form Social Videos Produce the Highest ROI

"When it comes to specific types of videos, B2B marketers indicated they are getting the most bang for their buck with "short-form videos" made for social media."

According to one CEO group member,

"Facts-based detailed videos,

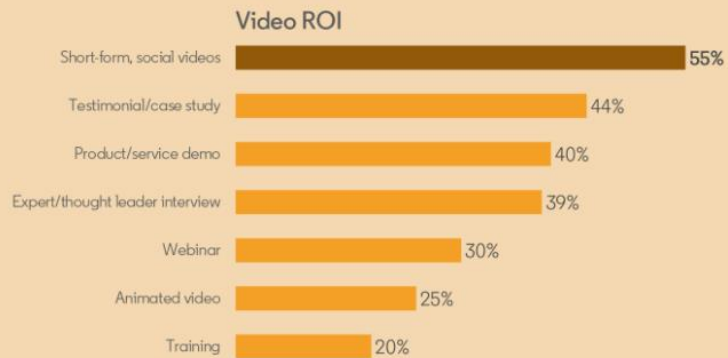
rather than "personality" opinion videos,

is the new business communications model,

for helping B2B enterprise and SMB in their decision-making and to really shorten the sales cycle."

Short-Form, Social Videos Produce Highest ROI

More than half of the B2B marketers that use video say that **short-form, social videos produce the highest ROI**, making it the most effective among video types.

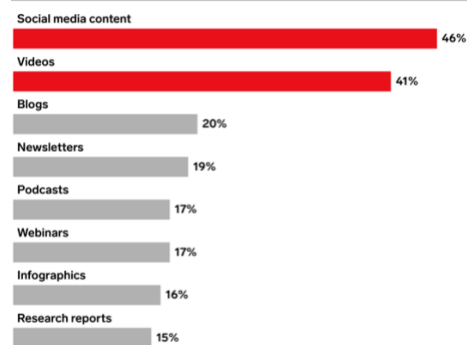


Source: LinkedIn's 2024 B2B Marketing Benchmark

Base: n=3038
VIDEOROI. In your opinion, what kinds of videos produce the highest ROI?

B2B Marketers Plan to Increase Social Media and Video Content Distribution the Most

% change in content distribution in 2024 among B2B marketers in North America and Europe, April 2024



Source: 10Fold, "The Engagement Equation: How B2B Tech Marketers Are Creating and Delivering Content That Captivates in 2024" conducted by Sapio Research, June 27, 2024.

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EMARKETER

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.

IMPORTANT: There is much controversy over AI-generated voices. If you prefer using your own voice, my voice or other voices hire a professional, all of these options are available for twice the price or more not including talent fees.



Partner-Branded Quick Sales 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 \$500 or less 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 \(be patient to view or download for better viewing\).](#)

Video News Stories

If you want a 1-2-minute video news story on your blog, product and other topics, please email cross@gocross.com and we will consider. There is no charge for stories we select, however, if you want to make sure, you can sponsor your video news story for \$500 each.

If you see your video news story that we selected at random, you can purchase the unlimited rights for re-use for \$600.

Custom Video Production and Promotion

"Custom videos" are available for \$800 each or four for \$2,499 (save \$700) 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 one-time promotion of videos** to LinkedIn to 48K+

in Tom's 23.9K+ here - <https://www.linkedin.com/in/techtionary/> and

in the largest LinkedIn Group for MSP/MSSPs with 24.8K+ members -

<https://www.linkedin.com/groups/121739/>

3 - Video Streaming Networks

SPECIAL NEWS ANNOUNCEMENT

"PeterAdams.TV is an exciting video streaming solution with a **DoorBell** website feature with one-touch access for fast, sales, support and any kind of conversation anytime, from anywhere and **simply the best video solution ever - more than any other video meeting platform on the market."**

Peter Adams Executive Chairman Rockies Venture Club

 **Rockies Venture Club**

Video Streaming Option - Video CyberChats - Continuous Communications "Your Own Video News Network"

An ongoing weekly or "breaking news" video program is available to continuously seek to enhance company communications.

What this means is to have an ongoing plan to **produce** a continuous series of company communications including partner recruiting videos and weekly **promotion** in a video newscaster or side-by-side interview style format.

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 24.8K growing about 100+ new members a week and personal profile of 23.9K+ connections to more than 48.7K+ daily.

We can also assist you in training with our own 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 30-minute video including optional Tom Cross as moderator, recording and importantly includes one Linkedin promotion (more promotions are available) before and after 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 \$1,000 per month (twelve month commitment required), however does not include Linkedin promotion (available at a discount). Contact to discuss options.

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

FixitFast by DoorBell



Experience "Faster, easier, more efficient customer support" with DoorBell, an innovative one-touch video access system designed to streamline your support operations. Say goodbye to costly truck rolls and frustrating troubleshooting calls.

DoorBell empowers your customers to "show the problem" directly to your tech support team via real-time video, eliminating guesswork and accelerating resolution. DoorBell literally pays for itself in the first day of solving customer problems, increasing customer satisfaction and more.

DoorBell's intuitive design ensures a seamless user experience. Visitors can access via browser no logins, no bloatware downloads, and no usernames required. Customers simply initiate a video call from their smartphone browser and be instantly connected with a support agent who can visually assess the issue. This not only saves valuable time but also drastically reduces technician installation errors, leading to higher customer satisfaction.

The benefits extend beyond customer support. Onsite technicians can leverage DoorBell to quickly show complex problems to remote experts and receive immediate assistance, improving efficiency and first-time fix rates. Every session can be recorded for comprehensive billing, verification, and training purposes, providing valuable data for continuous improvement.

Transform your customer support and field operations with DoorBell.

ROI of DoorBell - Pays for itself in as few as One Complex Installation or Repair Done Right or Not Gone Wrong.

Customer-engaged scenarios - customer "hands and eyes" onsite via DoorBell

1 - "Live" Video with chat feature with service provider/partner to determine where possible, perform repair with discount - benefits include more service calls, increased customer satisfaction, etc. Even turning tech/customer support into a "profit center" with streamlined operations as junior staff can handling some of these types of calls.

2 - Video Site Survey (VSS) with customers to show problems and determine preparation for labor and materials needed for technician(s) visit for installation/repair for truck roll and avoid delays and "rerolls" - benefits including faster repairs, reduced labor time and wasted unbillable personnel time.

Provider-Partner engaged scenarios

1- Video initiated by provider/partner video with technician is "hand and eyes" for the expert(s) and others for video site survey (VSS).

2 - Video initiated by provider/partner who directs technician installation/repair - benefits "right" personnel for the job, auditing, training and more.

3 - Video initiated by scheduling office assistant to provide video to assess parts and labor then share with parts manager and supervisors saving time and increasing labor efficiency.

4 - Video "live" and ondemand training and product demonstrations for partners.

In both cases, individual videos can be catalogued into libraries for billing, auditing, training and other use cases such as for product engineering to fix/update products.

Here is a quick video on how it works. Yes it is not Hollywood but done with a real telecom professional installer to show you a practical demonstration of how easy it works. **We have other videos but rather than see a video get "live" demo yourself on DoorBell and the complete platform email cross@gocross.com**

Partners are also invited and would receive partner branded custom videos as part of the solution..

Tap on image to view.



Time for a New Channel Manager Strategy Using AI



"ChannelManagerAI is absolutely critical solution for CEO/CRO/CCO's to rethink and redo their channel manager strategy with AI." David Converse VP

"ChannelManagerAI help us grow and cope with the constant territory expansions, contractions, re-arrangements and grow without stair-step staff hiring, slow ramping and deal with all the turnovers as this is a viable virtual channel partner available 7x24 especially weekends with partners do their real work." J.B. CCO

Pain Point - Are channel partners suffering from ongoing channel management, compensation and territory changes, endless errors and order and commission delays, constant turnover, poor or little training, inexperienced, ramping up delays, long gaps in replacements, terminations, confusion in policy-pricing changes, vacations and holidays, not available on weekends or evenings, waiting for callbacks or updates, limited availability with no off-hours support, miscommunication frustration, support and so much more.

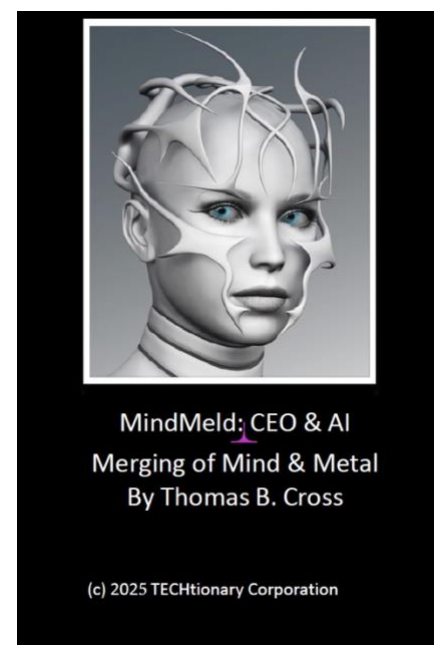
Solution - Before you hire a new or replace a channel manager, expand or change territories or adjust, change processes and procedures, or re-arrange channel manager - partner assignments, consider this option to accelerate partner sales efforts, manage channel managers more effectively and considerably lower channel management costs.

Channel Manager AI Agent Assistant is an agentic-AI chatbot assistant developed from decades of channel partner development and implementation coupled with years of AI-development from [Mind Meld](#) - Merging Mental and Metal book on AI called the "best business book" on AI.

The goal is to help channel partner programs gain and retain channel partners, agents, VARs, resellers and players facilitating queries and helping reduce the management time, issues, procedures and other time-consuming problems with a common knowledge base of information.

This is a custom proprietary solution designed and developed from an AIQ-award-winning AI-powered solution for each company under NDA agreements to protect IP-intellectual property and other competitive advantage information.

Explore this and more at
<https://socialstreamingtv.com/news/cmai/>

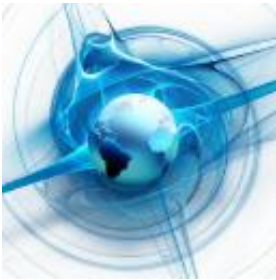


OmnicommsUltra Chatbot System

with Text, Video, Callback, SMS, Calendar Scheduling and more

A "Must-Have" for WordPress Users or Any Website

OmnicommsUltra is a website chatbot, not just text but CallU back voice, SMS, email, text and "DoorBell" - virtual "front door" video chat solution with personal and group calendar scheduling for improve customer engagement and support for sales, customer services, operations - instead of robocalling, emailing spamming and driving customers crazy, be there when they want to talk to you, not just when you want to talk to them.



While Omnicomms is available for WordPress with an Approved Plug-In, click on image for the Plug-in:

Here are the critical issues behind this solution. "Billions of calls are made and billions more emails are sent every year with no results as no one answers, people are busy, not interested, wrong time, wrong month with billions of dollars more on sales development reps (SDR), IT, network, management, office and other costs with little or NO results. And customers make billions of calls every year with NO results as they get stuck in the company's phone system nightmare hellish maze and malaise that callers just give up and do nothing. How about a simple "call u" button where users when they want

"The idea of making it easier for customers to connect on their own terms is a refreshing approach, especially in an era where so many are frustrated by automated call trees and delayed responses.

Your focus on a simple, user-friendly solution that improves customer experience and boosts lead generation is invaluable. I can see how this could be a game-changer for businesses aiming to create a more seamless customer journey.

Thanks for sharing these insights—it's inspiring to see innovative ways to put the customer first ! "

Richard Johnson - CEO

to, not when you want them to, can call you and get connected with the right person at the right time the customer wants to talk? The new CallU button is a total game-changer making it easier, faster, cheaper with a better customer experience than ever, a real ROI must-have." David Converse Vice President



Strategic Channel Partners

You are a buyer, on a journey to make a transactional decision. Which of these website technologies would you rather interact with for info?

The author can see how you vote. [Learn more](#)

AI Chatbot?	38%
Live Human Video Chat?	56%
Text Info Request Webform	6%

"I am so tired of getting stuck in "voice mail jail" or trying to explain to so-called voice recognition systems at Apple or Wells Fargo or whomever what I need help with, Omnicomms CallU makes my day." J.O.

"How many times have you called someone, and it rings 10 times and then you get a long message and then get informed that the mailbox is full, that never happens with Omnicomms CallU." B.C.



"Chatbots suck, such a joke, bot text answers don't actually answer anything and when a person is there texting back and forth really doesn't help, Omnicomms CallU is so cool with real people with real answers." S.C.

Turn the tables on businesses and get the sales, support or person you need to have them call you back. This feature is integrated with "DoorBell" video chat and text chatbot all in one place and enhances the customer experience.

"This is a real triple-play benefit to customers and a must-have for every website." D.P. CEO

How about a kinder, nicer way to engage with website visitors - Here's a Quick Video Showing a Real "Priceless" ROI Cure for Changing the Customer Experience for the Better and an Easier Better way for Lead gen.

Click on images above for quick videos.

Easy "add-on" to nearly every website as a simple add on without need access to or risk to website and much more, let us show you how cool this really is.

Omnicomms receives AI User Forum AIQ Award for innovation in chat communications.

"Time to get serious as this is seriously a Mastercard "priceless" moment, and Omnicomms pays for itself in as little as:

- one sales call,
- one saved customer support problem and
- business opportunity "not-missed'." J.W. CEO



Omnicomms Retail Price List

Pricing V2.25 - Retail

OmnicommsUltra Video Platform

1-50 users \$1,000 per month

51-100 users \$1,500 per month

101+ users - call for quote

- all versions installation is free and for a limited time **we provide free prompt engineering to get you up to speed faster.**

Contract for six (6) months minimum. Support is free.

Prices subject to change without notice.

Click on image for video.





**ChannelPartner.TV Announces Acceleration of Ultra AI Video Network Platform
Integrating AI with "Kill Switch."**

We reviewed earlier versions of GTP and found them to be lacking and even this new release is still focused too much on text, however they had added "omni" features such as video, audio, graphics and other content forms.

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

Because there are many leading models combining all of these modalities, we believe it is time to accelerate our own AI efforts along with our existing AI development TECHtionary features in ChannelPartner.TV based on decades of research and development which can be found in MindMeld-Merging Mental and Metal called the "best business book on AI" and can be found on Aluserforum.com

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 3,400+ 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.



Ian Whiteford (He/Him) • 1st

9m ...

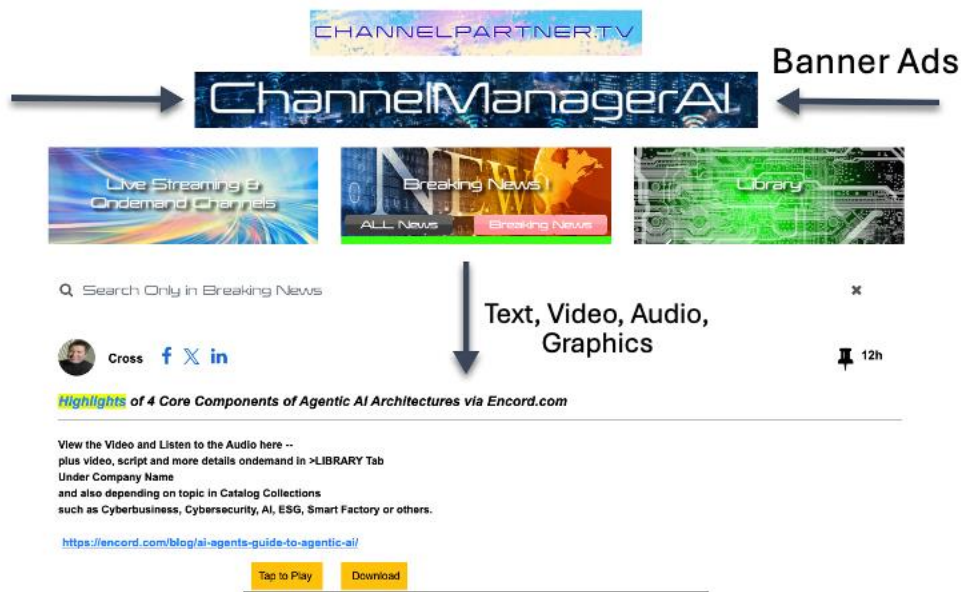
Founder @RebelHR | Director @Windranger | Fracti...

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. ✨

Banner advertising is available on ChannelPartner.TV, visit <https://channelpartner.tv/>

Banners are \$50 each per month for 5-second banners

\$75 each per month for 10-second ads. Discounts for multiple banners.



Posting of your content including videos is \$50 each with no expiration date.

KEY POINT - ChannelPartner.TV is constantly promoted via Tom's 23.9K followers and in the Largest LinkedIn Group for MSPs, channel partners, etc. with 24.9K members.

No other advertiser can give you access to this group.

email cross@gocross.com to get your banner up today.

4 - Professional Services - webinars, articles, customer case studies, etc.

Articles Blogs

Original writing (all original content with 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

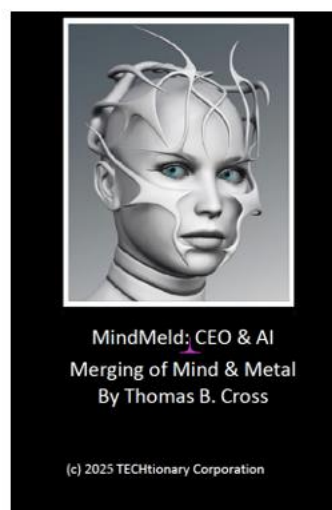
Typically, a 2-3 month process each to contact, schedule, interview, writeup, get often permission from customer legal department but seriously the best way to show customers your value - \$2-3000 each.

Professional Services

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

You can find more about this at:

<https://aiuserforum.com/>



In a call with a CFO who noted, "AI is likely worse than any kind of Trojan Horse, we have no idea what will 'come out' that is more likely to destroy us than help us."

Recently, a CEO who asked "Don't we need an Anti-Virus program for AI as users are enticed to give up our company confidential information and their personal data with no idea what will happen to us."

Others survey, there is a general belief that the "AI Bubble" is about to burst as "AI providers and users are focused on where the puck was, not where it is going" as corporate data is backward-facing history, nor the future which no one knows what or where it will be. Even the best "spaghetti" forecasts miss the path of the storm.

+ If you need any help in your AI solutions implementation or building real "user use cases,"

I appreciate the opportunity to help you and your company not be one of the 95% failure rate of other AI projects.

AI investors, startups, M&A, investment bankers, legal advisors and corporate leaders, before you end up as one of the 95% failures in AI projects or if you need a second or third vendor independent opinion on your AI strategy and efforts, I can help with expert level opinion as well as qualitative research. This includes compliance with the new Colorado AI Law.

Also, developing or using AI without a "fire code" approach to business integration and a real "user user cases" approach to user adoption will fail.

Here are areas of my AI business expertise:

- Build an AI "fire code" standards-first cybersecurity approach
- Identify AI "User" Use Cases
- Create and manage an AI Strategic Framework
- Build an AI Corporate University - Courses/Curriculum
- Accelerate AI Thought Leadership
- Integrate Change Management of AI
- AI Industry Disruption
- Review and develop compliance for new AI laws
- Address Leadership Concerns
- Audit the AI solution
- Focus on "Hallucination" Risks
- Drive AI Transformation & Adoption
- Evaluate Chatbot prompt programming and conversations

I am an expert in AI business strategy to get you on the path to fewer failures and more successful business uses.

DM today to get started and I am a Strategic Artificial Intelligence Advisory Member for University of Colorado Colorado Springs Executive Education Program, hundreds of articles and videos and author on three published books including my book on AI called MindMeld ebook reviewed at the "best business book on AI."

More 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

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

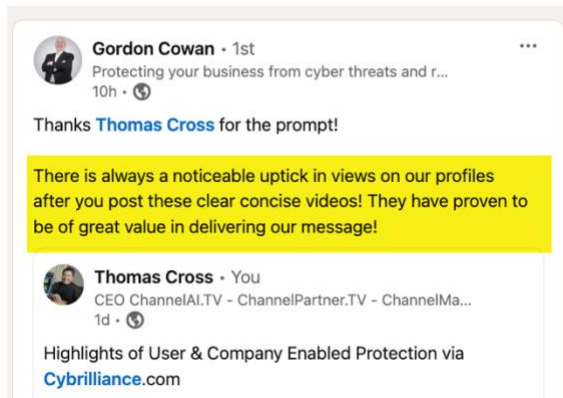
Daniel R Coyle

CEO

Data Cognizance Technologies

703 851 1602

www.datacognizance.com



- 5 - Next Steps - ordering, billing, etc.

- 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 - We accept credit cards via PayPal, ACH, Zelle and wire transfers.

- Once Payment is received, work begins along with upgrades to Group Manager immediately and setup ongoing discussions to meet or exceed expectations.

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

A Colorado Corporation in "Good Standing."

All solutions and prices subject to change without notice.