## BATTLE CARD Bridging Statements Bridge the Gap

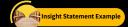






Open-Ended 3
Question:
To engage
prospect in
further dialogue





- · A common theme among the digital teams I collaborate with...
- In my discussions with others in the field...
- · I've been engaging with others about...
- When I connect with digital leaders at major B2B companies...
- Conversations with fellow Technology Directors often reveal...
- There's always an ongoing buzz within firms about..



- A common theme among the digital teams I collaborate with is [Insight Statement] the struggle to keep branding consistent across teams using multiple design tools. [Big Challenge] How are you ensuring brand consistency across your teams? [Open-Ended Question]
- In my discussions with others in the field [Insight Statement], a recurring challenge is managing version control when multiple stakeholders work on the same creative assets. [Big Challenge] How do you currently handle version control for collaborative projects? (Open-Ended Question)