# 2023 Acceleration Report

Founded by hospitality innovator Haley Moore, Acquire is built on the belief that business—just like Michelin-starred hospitality—is animated by authentic human connection. Through Acquire, Moore has translated her concept of "hospitality without walls" to the corporate sales space.

Acquire's clients include well-known multinational corporations seeking a competitive sales advantage in a rapidly-evolving economic landscape. The 2023 Acquire Acceleration report analyzes how the company uses Michelin-starred hospitality to expedite sales engagement at the enterprise level.

## National Data<sup>†</sup>

Spend >\$1k Per Attendee

Use Outside Speaker

Engagement A Key Factor 49%

Goal: **Close Deals** 

**Open Opps** 

**Events a Year** 

# Acquire Data<sup>‡</sup>

Client States 50

**4()**+

**Accelerations** Since 2020

Repeat Clients 88% Average Repeats 3

Tech Clients 56%

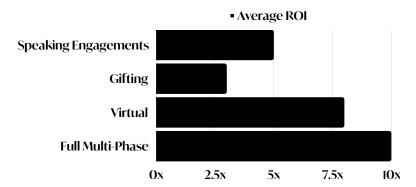
Finance Clients **20**%

\$800,000

\$600,000

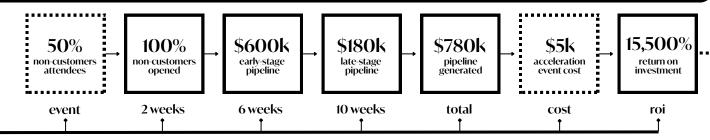
Post-Pandemic **74%** 

### **ROI by Acceleration Type**



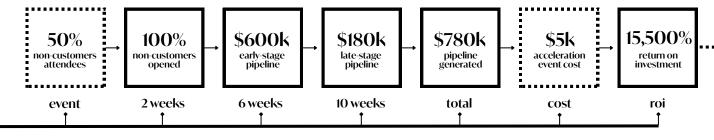
### Countries Reached So Far

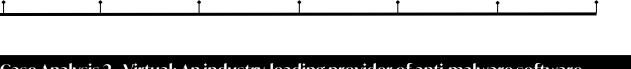


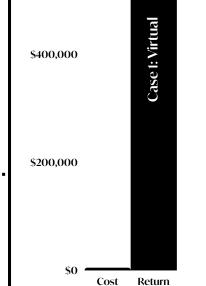




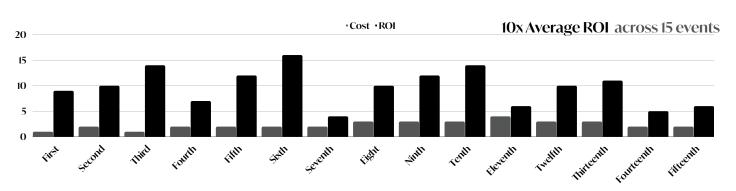
## Case Analysis 1—Virtual: A well-known provider of calendar automation software



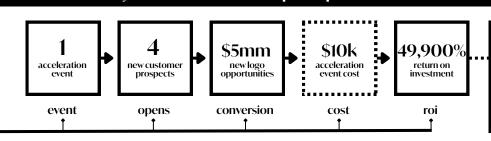




## Case Analysis 2—Virtual: An industry-leading provider of anti-malware software







"We've used Haley for two years now on the first night of our annual corporate event to help people get to know each other...

It's all about building relationships, and this icebreaker helps to foster important dialogues."

