



# **BASECAMP DAY 1**

## ***WELCOME CLASS!***

***If you were stranded on an island, what 3 things would you bring with you?***

# DAILY AGENDA

## Tuesday

Pacific Time

- |                    |                              |
|--------------------|------------------------------|
| 8:00 - 8:30 am     | Welcome & Storytelling       |
| 8:30 - 9:00 am     | CRO Campfire Chat            |
| 9:00 - 9:15 am     | <b>BREAK</b>                 |
| 9:15 - 10:30 am    | Zoom Platform & Architecture |
| 10:30 - 11:15 am   | <b>BREAK</b>                 |
| 11:15 am - 1:00 pm | The Zoom Buyer               |
| 1:00 - 1:30 pm     | Daily Wrap Up                |

# Basecamp Objectives

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## Today you can expect to learn about:

- Storytelling Introduction
- Our Platform & Architecture
- Who the Zoom Buyer is and how to target problem solving

## Later this week:

- Meet our Leadership!
- Storytelling Workshop
- Positioning of our Product Suite
- Meet Zoom Channel
- Final Platform Pitch



# STORYTELLING

**Adam Hudson**  
*Sr GTM Skills Manager*





# CAMPFIRE CHAT

**Ryan Azus**  
Zoom CRO

# BREAK TIME

15 Minutes  
Return By  
9:15 AM Pacific

zoom

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# PLATFORM & ARCHITECTURE

**Matt Wesson**  
*Sr. Product Designer*



# TRIVIA!



# BREAK

# TIME

45 Minutes  
Return By  
11:15 AM Pacific

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# THE ZOOM BUYER

[Session PPT](#)

[Session Recording](#)



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# Understanding Our Customer



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# ZOOM BUYER DEEP DIVE

## Group Activity - 30 Minutes Prep

*This activity is meant to set you up for success in your first conversation with your customer. As a group, work together to fill in the information about the customer using any and all resources available. Follow the instructions below to get started!*

- Watch the Lead Information Video
- Fill in the blanks\* on the Buyer Guide for:
  - Role Breakdown
  - Success Factors
  - Discovery Questions

*\*answers do not need to correspond with the next line item*

- Prioritize the top answer from each column and add to the “Persona Highlights” slide
- **Sherpa** will present the Persona Highlights slide when we return to the group.

**You will have 3 minutes total to deliver.**

# LEAD EXAMPLE

## Meet Ivan Thomas

**Title:** IT Manager

**Company:** Apex Technologies

**Lead Source:** Request Demo

**Employees:** 255

**Founded:** 2001

**Headquarters:** Atlanta, GA

**Industry:** Technology



[Click Here](#)



# ROLE BREAKDOWN



## Main Responsibilities



## Typical Goals & Objectives



## Typical Problems

Responsibility #1

Goal #1

Problem #1

Responsibility #2

Goal #2

Problem #2

Responsibility #3

Goal #3

Problem #3

Responsibility #4

Goal #4

Problem #4

# SUCCESS FACTORS



Measurements of Success



How Zoom Helps Win

Measurement #1

Winning #1

Measurement #2

Winning #2

Measurement #3

Winning #3

Measurement #4

Winning #4

# DISCOVERY QUESTIONS

Discovery Question #1

Discovery Question #2

Discovery Question #3

Discovery Question #4

Discovery Question #5

# PERSONA HIGHLIGHTS



## Main Responsibilities

Responsibility #1



## Typical Goals & Objectives

Goal #1



## Typical Problems

Problem #1



## Measurements of Success

Measurement #1



## How Zoom Helps Win

Winning #1

Discovery Question #1

# ZOOM BUYER DEEP DIVE

## Group Activity - 30 Minutes Prep

*This activity is meant to set you up for success in your first conversation with your customer. As a group, work together to fill in the information about the customer using any and all resources available. Follow the instructions below to get started!*

- Review the Lead Information
- Fill in the blanks\* on the Buyer Guide for:
  - Role Breakdown
  - Success Factors
  - Discovery Questions

*\*answers do not need to correspond with the next line item*

- Prioritize the top answer from each column and add to the “Persona Highlights” slide
- **Sherpa** will present the Persona Highlights slide when we return to the group.

**You will have 3 minutes total to deliver.**



# Daily Wrap Up

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- Stipend Reminder & Leaderboard
- eLearning
  - Securing your Zoom Meeting
- Questions for the CMO
- End of Day Survey

# Reminder

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- **Basecamp Lunch Stipend**
  - Basecamp Week Only
  - \$20 / day (Tues - Fri)
  - Reimbursement instructions provided next week
  - Groceries, UberEats, etc!



# LEADERBOARD!



*What do you want to know about  
from a real life CMO & CIO?*





**REMINDER:**  
**COMPLETE THE**  
**END-OF-DAY**  
**SURVEY**

## END OF DAY QUESTIONS

1. *What did you learn from the "Meet Happy with Mark Bowden" session that you will practice on your meetings?*

2. *Name a way a Unified Platform benefits customers*

Team N



Platform Pitch

Total



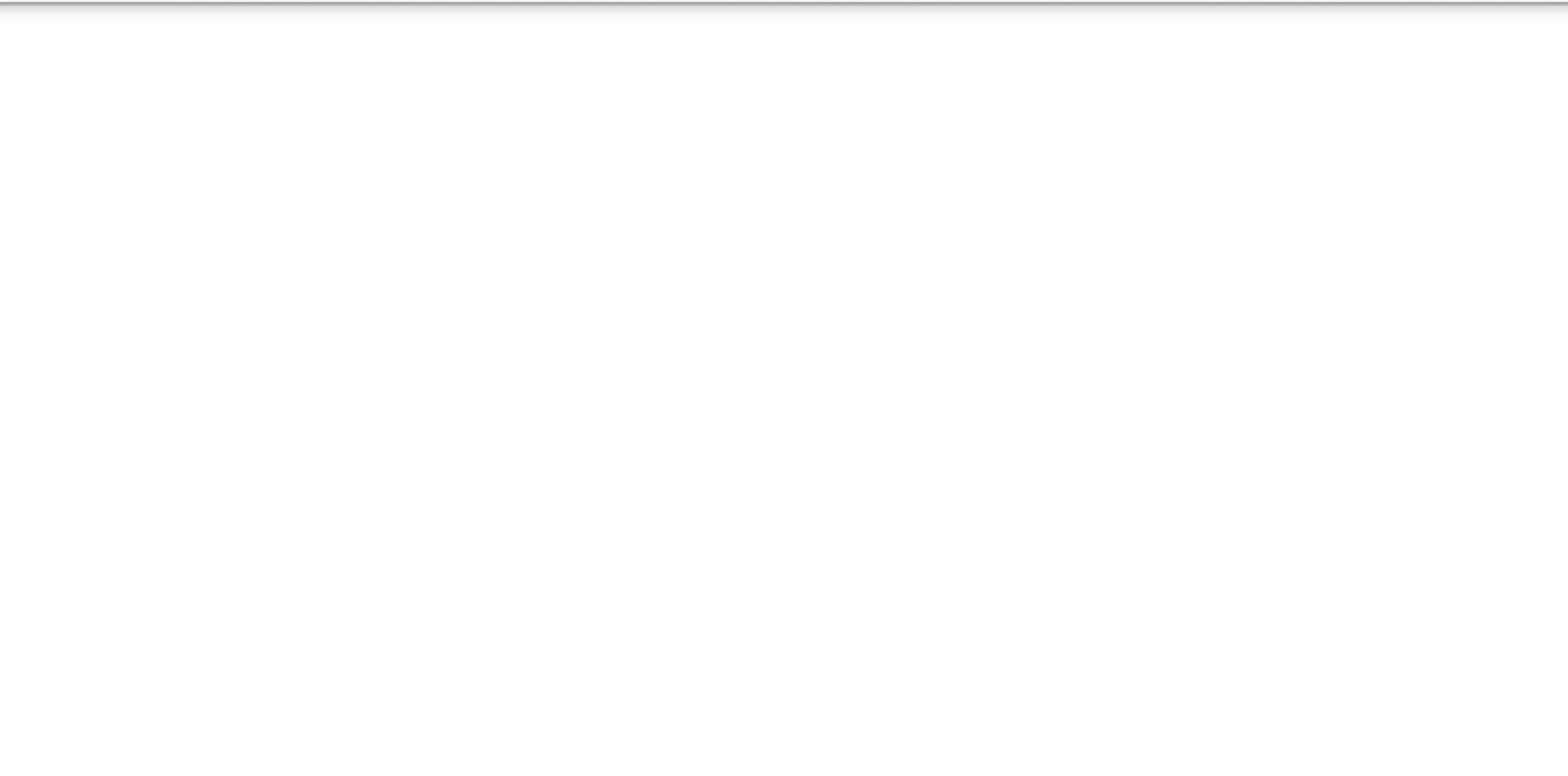
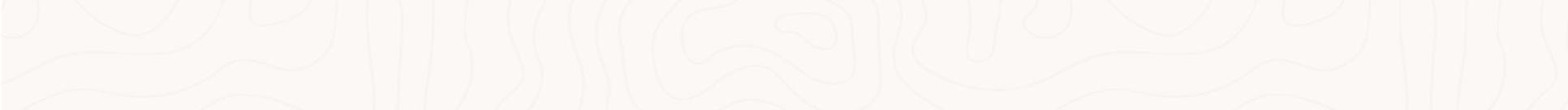
zoom

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# BASECAMP DAY 2

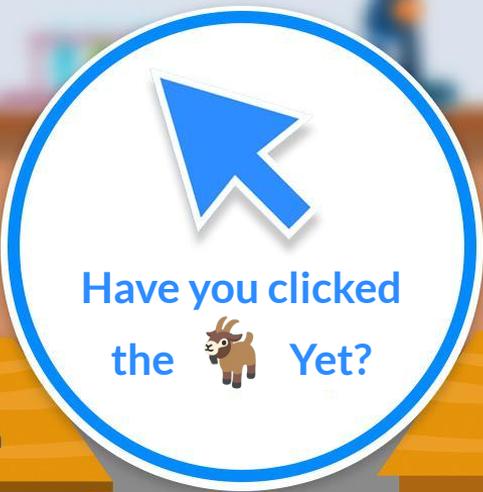
*What are your top three most used emojis?  
Type it in chat!*

# DAILY AGENDA

## Wednesday

Pacific Time

- |                  |                              |
|------------------|------------------------------|
| 8:00-8:45 am     | Storytelling                 |
| 8:45-9:15 am     | CMO Campfire Chat            |
| 9:15 - 10:45 am  | Selling Zoom Meetings & Chat |
| 10:45 - 11:30 am | <b>BREAK</b>                 |
| 11:30 - 1:00 am  | Selling Zoom Rooms           |
| 1:00 - 1:30 pm   | Daily Wrap Up                |



# STORYTELLING



**Adam Hudson**  
*Sr GTM Skills Manager*



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# CAMPFIRE CHAT

**Janine Pelosi**

*Zoom CMO*

Selling

# ZOOM MEETINGS, CHAT & WEBINAR

**Rob Finney**

Senior SEn Manager, Enterprise / UpMarket



# BREAK

# TIME

Return By  
11:30 AM Pacific



**Austin Dobbs**

Zoom Rooms Strategy Enablement

**John Stearns**

Zoom Rooms Strategy

Selling

# ZOOM ROOMS





# Daily Wrap Up

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- eLearning
  - Securing your Zoom Meeting and Knowledge Check Game
- Questions for the CIO
- End of Day Survey



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# BASECAMP DAY 3

*What was your first concert!?*

# DAILY AGENDA

## Thursday

Pacific Time

8:00-8:30 am	Storytelling
8:30-9:00 am	Meet Zoom Channel
9:00-9:45 am	Platform Pitch Breakouts
9:45 - 10:00 am	<b>BREAK</b>
10:00-11:30 am	Selling Zoom Phone
11:30-12:00 pm	CIO Campfire Chat
12:00-12:30 pm	<b>BREAK</b>
12:30 -12:45 pm	Wrap Up
12:45 - 1:30 pm	Platform Pitch Breakouts

# STORYTELLING



**Adam Hudson**  
*Sr GTM Skills Manager*



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Panel Discussion

# MEET ZOOM CHANNEL



zoom

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# Guest Panel Members



**YESENIA  
OROZCO**  
SEn Manager,  
Channel



**DIANE  
PEFFERLE**  
Manager,  
Partner Programs



**RAY  
SAUNDERS**  
Sr. Manager,  
Channel Sales



**PATRICK  
MCMILLIN**  
CAM,  
National Partners



**DAVID  
SCHAFER**  
Sr. Manager,  
Channel Operations



**JENNY  
TEETERS**  
Partner Programs  
Readiness Manager

## Ask Us Anything!

- Channel Team
- Channel Processes
- Master Agent Program
- Reseller Program
- Partners
- Global Growth

# Platform Pitch Practice



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A couple is sitting on a large, dark rock in the foreground, looking out over a scenic landscape. The man is on the left, wearing a dark jacket and a backpack, and the woman is on the right, wearing a light-colored jacket and a hat. They are both looking towards the right. In the background, there is a large body of water, likely a lake, surrounded by mountains and hills. The sky is a mix of orange and blue, suggesting a sunset or sunrise. The overall mood is peaceful and scenic.

# BREAK

# TIME

**15 Minutes**  
Return By  
**10:00 AM Pacific**

**Heather Kail**

Zoom Phone Sales Strategy Manager

**Jean Paul Botello**

Channel Solutions Engineer

Selling

# ZOOM PHONE





# CAMPFIRE CHAT

**Gary Sorrentino**  
Zoom CIO Advisor

# BREAK

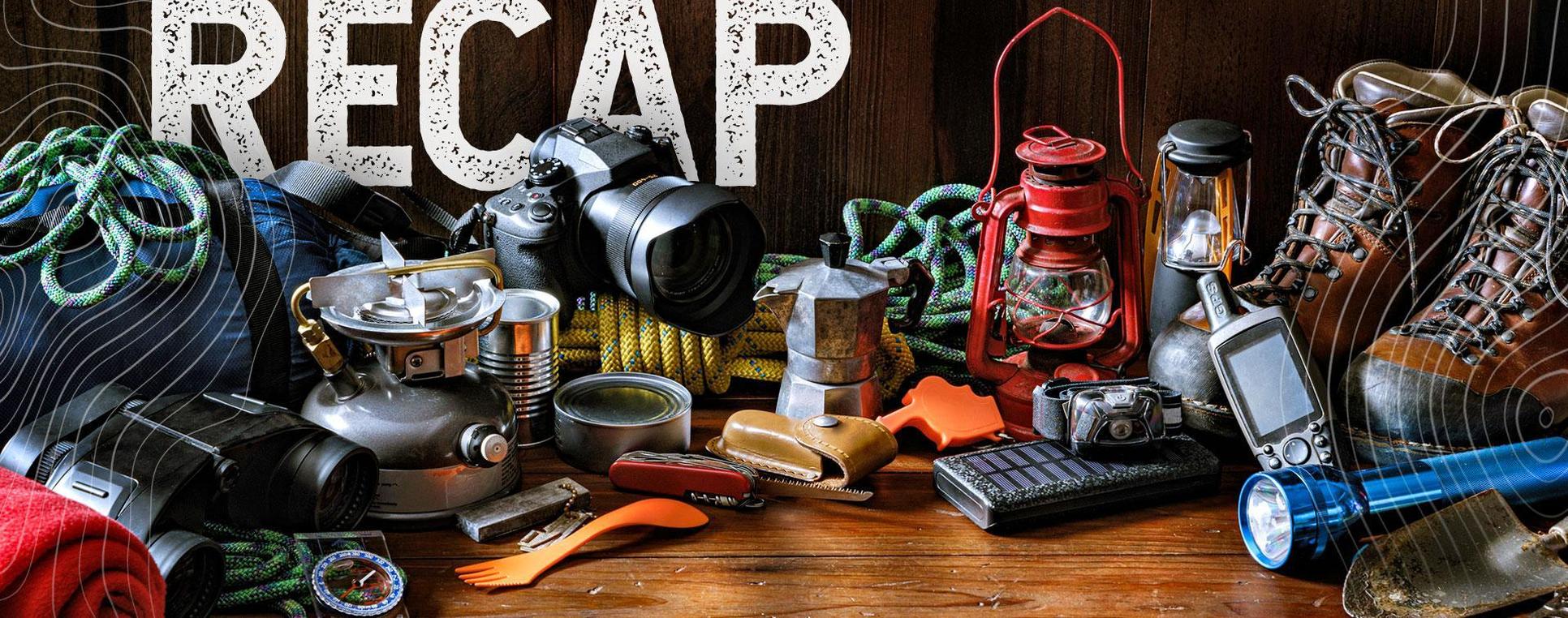
# TIME

30 Minutes  
Return By  
12:30 PM Pacific



Day Three

# RECAP



# Daily Wrap Up

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- Platform Pitch Breakouts
- eLearning
  - Securing your Zoom Meeting (Last Chance!)
- Storytelling Example
- End of Day Survey



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# BASECAMP DAY 4

Good Morning Class!  
What was the last movie you saw in a theater?

# DAILY AGENDA

## Friday

Pacific Time

- |                  |                            |
|------------------|----------------------------|
| 8:00 - 9:30 am   | Storytelling               |
| 9:30 - 9:45 am   | Platform Pitch Practice    |
| 9:45 - 10:00 am  | <b>BREAK</b>               |
| 10:00 - 11:00 am | Platform Pitch Contest     |
| 11:05 - 11:20 am | <b>BREAK</b>               |
| 11:20 - 12:00 pm | Daily Wrap Up & Next Steps |

# STORYTELLING



**Adam Hudson**  
*Sr GTM Skills Manager*



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# BREAK

# TIME

15 Minutes  
Return By  
10:00 AM Pacific



The

# ZOOM PLATFORM PITCH!



Annie McDonald

Tashna Grey

Yesenia Orozco

Mike Fisher



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# Your Camp Judges!!!



*Mike Fisher*

Manager, SEn  
ENT



*Yesenia Orozco*

SEn Manger,  
Channel



*Tashna Grey*

Sr. SEn Manager,  
Onboarding & Programs

# BREAK

# TIME

15 Minutes  
Return By  
11:20 AM Pacific



A scenic photograph of a forest path. A wooden boardwalk leads through a dense forest of tall, thin trees. The path is flanked by lush green undergrowth and moss. In the foreground, a set of wooden stairs leads up to the boardwalk. The image is overlaid with white topographic map lines, particularly on the left and right sides. The text 'JOURNEY AHEAD' is prominently displayed in the center-left.

**JOURNEY**

**AHEAD**



## Attendees

- Customer Success Specialist / Manager
- Technical Account Manager

## Point of Contact

- Marie Barker

# Camp Journey Overview

Monday	Tuesday	Wednesday	Thursday	Friday
31	1	2	3	4
New Hire Orientation		Trek Prep eLearning & live trainings		
7	8	9	10	11
		Basecamp eLearning & live trainings		
14	15	16	17	18
		Camp Olympus eLearning & live trainings		
21 US + CANADA US + CANADA	22	23	24	25
		Camp Olympus eLearning & live trainings		
28	1	2	4	4





## Attendees

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- Account Executive (AE)
- Business Development Rep (BDR)
- Channel
- Online Account Executive (OAE)
- Sales Enablement/Operations
- Zoom Phone / Zoom Room (ZP/ZR)

## Point of Contact

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- Annie McDonald

# Camp Journey Overview

Monday	Tuesday	Wednesday	Thursday	Friday
31	1	2	3	4
New Hire Orientation		Trek Prep eLearning & live trainings		
7	8	9	10	11
		Basecamp eLearning & live trainings		
14	15	16	17	18
		Camp Denali Live Training + eLearnings		eLearnings
21	22	23	24	25
	Sales Summit eLearnings			
28	1	2	4	4





## Attendees

- Solution Engineers
- Solution Architects

## Point of Contact

- Marian Jamme

# Camp Journey Overview

Monday	Tuesday	Wednesday	Thursday	Friday
31	1	2	3	4
New Hire Orientation		Trek Prep eLearning & live trainings		
7	8	9	10	11
		Basecamp eLearning & live trainings		
14	15	16	17	18
	Camp Everest eLearning & live trainings			
21	22	23	24	25
		Camp Everest eLearning & live trainings		
28	1	2	4	4



# Manager Summary

---

Hey (Manager)!

Wanted to send you a quick summary of my journey in Basecamp so far to prepare for our next one on one.

- 3 of my biggest takeaways from this week...
- 3 things I still need support with...

\*cc: [annie.mcdonald@zoom.us](mailto:annie.mcdonald@zoom.us), [emily.crane@zoom.us](mailto:emily.crane@zoom.us), [tashna.grey@zoom.us](mailto:tashna.grey@zoom.us)\*

# FINAL LEADERBOARD!



#FALLONTONIGHT

Team Name	Meeting
Dream Team	5



Platform Pitch	Total
3	29



A scenic mountain landscape at sunrise or sunset, with a central orange gradient box containing the text "Thank You". The background features a range of mountains under a hazy sky, with a winding road visible in the foreground. The text is centered within a horizontal gradient bar that transitions from light orange at the top to a darker orange at the bottom. Two thin white horizontal lines are positioned above and below the gradient bar.

**Thank You**