

**The kind of support  
your mothers gave you.**



## The Citrix® North America Field Readiness Team

The NA Field Readiness team serves as a conduit between the NA Sales team and other parts of the Citrix organization including Product Management, Product Development and Product Marketing. Working closely with the WW Readiness and SE Readiness teams, the NA Field Readiness team coordinates activities to educate and empower the NA Sales team.

### KEY BENEFITS:

#### Sales Support:

- RFP/RFI assistance
- Phone-a-friend support
- Requests for corporate resources
- Ad-hoc information requests
- Roadmap presentation coordination
- Executive briefings

#### Training:

- NA Sales & Services New Hire Orientation
- Citrix Sales Methodology
- New products

#### Communications:

- Coordinate communications to NA sales team
- Reduce internal rogue/spam communications to NA sales team

#### Competitive Intelligence:

- Coordinate competitive intelligence sessions to bolster knowledge of competitors
- Gather sales feedback to drive Citrix competitive response

**Contact**  
**#NA - Field Readiness**

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*For the latest information and important announcements, don't forget to check out the NA Sales & Services Update!*