RISE
AI-POWERED. HUMAN-LED.

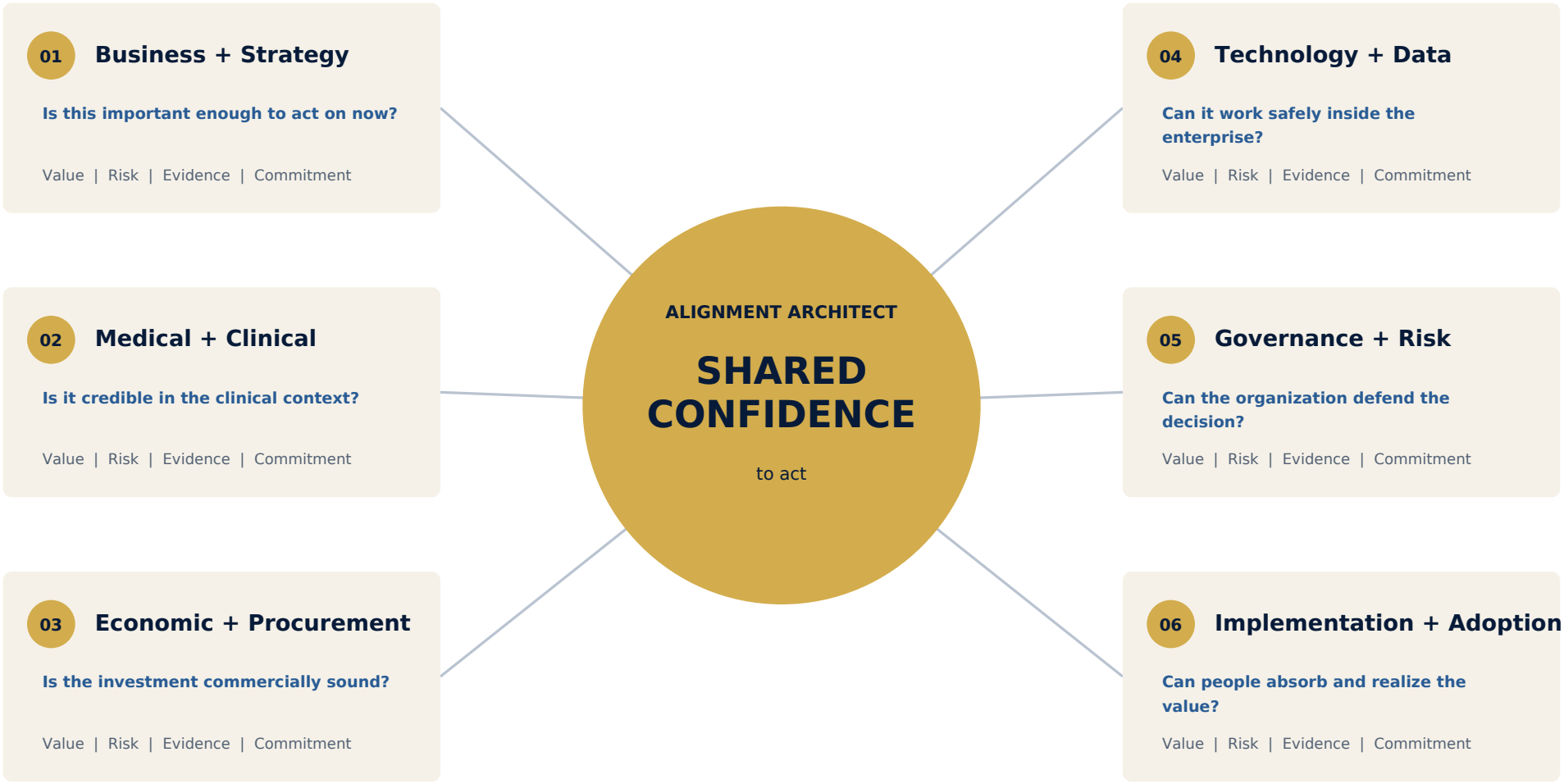
RISE EXECUTIVE FRAMEWORK

The New Enterprise Buying Map™

Six constituencies. One enterprise commitment.

THE MODERN LIFE SCIENCES BUYER IS A NETWORK - NOT A PERSON

Each constituency must resolve a different question before the organization can build shared confidence to act.



THE SHIFT Stop asking, 'Who is the buyer?' Start asking, 'How will this enterprise become ready to buy?'

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