

Example - Software Manufacturer

Challenge

High 5 Software was experiencing challenges in their complex sales process for Service Management Enterprise software, their flagship product.

Solution

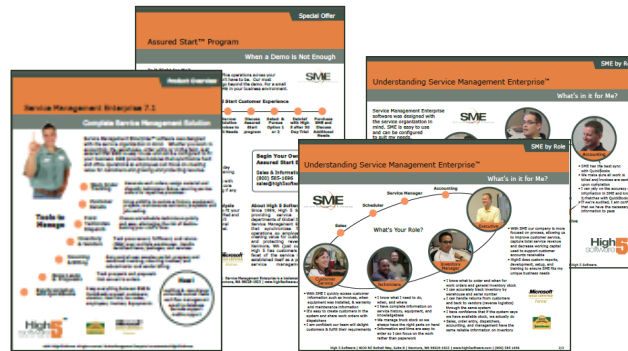
Create journey map of customers' experiences across entire sales cycle. Determine touchpoints where sales or service slows down. Brainstorm possible solutions with team and prioritize quick wins. Create Assured Start™ program to facilitate onboarding of customers. Create collateral map, positioning, communications and sales collateral to empower sales staff and improve communications.



Run a Better Service Business

Organization and Logo

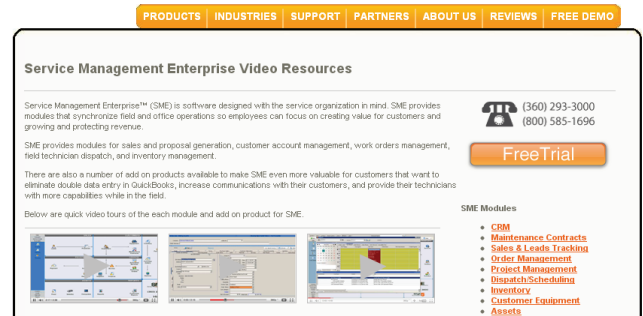
Tagline



Press Releases, Sale Collateral and Communications

Results

- Assured Start program provided the sales team another avenue of onboarding customers with some "skin in the game" while covering training and setup costs
- Customers are more confident and ready to implement within their organization
- Increased coordination between selling, development, and marketing activities
- Improved search results and lead flow



Landing Pages Rich in Keywords and Video Assets