

SUPERCHARGE DEMAND GEN AND SALES ENABLEMENT WITH *ACTIONABLE ASSETS*

You're under pressure to load your pipeline with qualified leads and appointments. You're also expected to help your sales force engage prospective buyers.

But you can't meet these objectives unless you have the right assets in place to support your marketing campaigns and sales outreach efforts.

You'll need to produce relevant content to fuel your demand generation engine – whether you need e-books, white papers, videos, blog pieces, executive articles, or campaign copywriting. You also must develop the tools and resources your sales people need to successfully interact with prospects –whether you need dynamic presentations, sales playbooks, or success stories.

But there's a problem. According to the Content Marketing Institute, more than 90% of B2B companies are struggling to produce relevant and compelling marketing content for their campaigns. Meanwhile, the American Marketing

Association finds that 80% of sales enablement content produced by marketing is never used by sales.

What if you had the ability to rapidly, consistently and effectively produce the assets necessary to support your revenue generation efforts? What if you had the confidence that your tools would be embraced by your selling team while your content fully resonated with buyers?

Producing Your Demand Generation and Sales Enablement Assets



Produce Exceptional Assets and Tools for Exceptional Results

With *Actionable Assets*, you'll have the ability to ensure marketing and sales outreach campaigns are backed up with compelling insights, perspectives and messages.

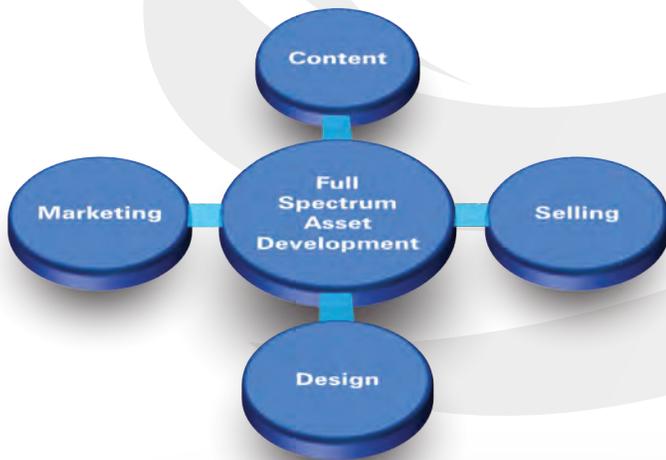
You'll not only capture attention at the early stages of a buying cycle with provocative content, you'll ensure your selling team can guide your buyer through difficult decisions as your deals progress. You'll have the reliable, accountable and immediate support you require to:

- **Heighten Awareness and Fill Your Funnel.** When you have a steady flow of striking and provocative content, you are in a strong position to attract more prospects and position your company as a trusted authority.

- **Engage Your Buyers and Load Your Pipeline.** When you are able to engage buyers at the earliest stages of a decision process with the right perspectives and guidance, you can establish yourself as a differentiated solution provider.
- **Enable Your Selling Team to Drive Deals Forward.** When you enable your selling team to engage in conversations that bring new insights, challenge current assumptions, and offer a safe and compelling new direction, you set the stage to win more business.

Your *Actionable Assets* program is designed to give you the tools, content and resources you need to execute marketing and sales campaigns that produce exceptional results. Once you have the confidence of knowing that you'll have the right assets when you need them, you can turn your attention to more strategic concerns and objectives.

Your Actionable Assets



Expect Comprehensive Support

The program brings you the capabilities you need to fuel your demand generation and sales outreach engines.

You'll have a dedicated solution provider that gives you:

- **Full Spectrum Asset Development.** Whether you need to create assets for marketing or selling purposes, whether you need content development or compelling design, you'll know that you have a comprehensive solution provider supporting you.
- **Unified and Aligned Messaging.** You'll ensure that there is message clarity and consistency across your organization – ensuring your campaigns and sales conversations are fully unified.
- **On-Demand Availability and Accelerated Production.** Your people are pulled in many different directions every day, making it difficult to produce the assets, tools and content you need when you need them. Now, you'll have the ability to rapidly produce the assets you need to succeed.

Your ability to perform in marketing campaigns and sales outreach revolves around your ability to bring insights to your buyers that are relevant, provocative and memorable. But you'll need tools and content to support these initiatives and ensure they meet your performance objectives.

With Actionable Assets, you'll have a defined and rigorous process for producing the assets you require to drive growth. You'll have the dedicated support you need to strengthen demand generation and sales enablement. And you'll have the confidence of knowing your revenue engines are fully fueled.

About Visible Impact

Create a sense of urgency and win more business. With Visible Impact, you can strengthen your market positioning, elevate sales conversations and accelerate buying decision cycles. Signature programs – *Visible Insights*, *Executive Perspectives*, and *Actionable Assets* – enable you to position your company as a trusted authority at all stages of your buyer's decision process.

Find out how you can capitalize on these opportunities now. Schedule a complimentary *Executive Briefing* with a client advisor from Visible Impact. Contact us today at (512) 415-7936 or email us at info@visibleimpact.com. Visit us at www.visibleimpact.com

