

STRENGTHEN YOUR POSITION AND DRIVE UP DEMAND WITH *EXECUTIVE PERSPECTIVES*

You're challenged to set your company apart in a crowded and clamorous market. You're also challenged to build trust and confidence among buyers who are wary, skeptical and risk-averse. Your prospective buyers face difficult decisions they are loathe to make without reliable guidance.

Such dynamics typically lead to brutal and bloody vendor competition.

That's because roughly 60% of a typical buying decision – including researching solutions and ranking options – occurs before a supplier has even been contacted, according to a study of 1,400 B2B buyers conducted by the Corporate Executive Board.

If you haven't influenced a buyer at an early stage of the buying process, your chances of winning the deal fall dramatically. And even when you win such deals, your margins are likely to be severely eroded.

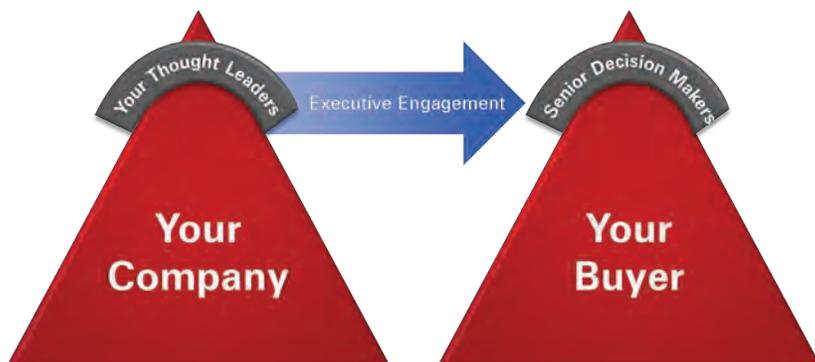
What if you could engage your buyers earlier in a decision cycle, generate more demand, and set the stage for compelling and differentiated sales conversations? What if you could position your company as a thought leader and trusted authority?

With *Executive Perspectives*, you'll have a solid thought leadership platform for bringing new and provocative insights to market. By elevating your executive leaders and subject matter experts, you set the stage for executive meetings with buyers at an early point in a buying decision cycle.

With *Executive Perspectives*, you'll also have a steady source of compelling content – fuel for your revenue generation engine. You'll have the power to:

- **Elevate and Strengthen Your Market Positioning.** When you bring striking and visionary perspectives to the market, you get noticed and you capture attention.
- **Generate New Levels of Demand.** When your insights consistently address the key concerns of decision makers in a relevant and resonant way, you drive more demand – generating more leads and more sales appointments.
- **Position Your Selling Team for Powerful Conversations.** When you shape the perspectives of your buyer's decision team members with influential content, you set the stage for your sales people to engage in truly productive conversations that drive deals forward.

Engage Senior Decision Makers with Executive Perspectives



Your *Executive Perspectives* program is designed to strengthen and support your strategic positioning efforts. It recognizes that true thought leadership depends on compelling, provocative and insightful perspectives. It also recognizes such perspectives must be presented by executive leaders and subjective matter experts to be truly authoritative.

Engage Execs with Thought Leadership

The program begins with a *Content Strategy Design Lab* that brings together your thought leaders as well as directors of demand generation, PR, social media and sales enablement. This one-day workshop, which is led by a content strategy consultant, is designed to drive consensus and commitment around your Thought Leadership initiative.

Having built a solid foundation, you can then rely on Visible Impact to work with your thought leaders to produce insightful content and your marketing and selling teams to ensure it strengthens your key revenue generation initiatives. You'll gain:

- **Thought Leadership Platform Support.** Drawing on the insights of your executive leaders and subject matter experts, you'll have the support you need to ensure your best thinking is captured, developed and presented as compelling content (including "executive briefings").
- **Content Planning and Editorial Management.** You'll have a rigorous content planning process and experienced editorial leadership to ensure you're producing insightful content that positions your company as a trusted authority.

Produce and Present Your Executive Perspectives



- **Continual Content Development.** You'll have a proven editorial and design team to rapidly and reliably produce exceptional content including executive presentations, position papers, e-books, videos, articles, blog pieces, and industry research studies.

As a growing number of firms have discovered, Thought Leadership and Content Marketing can amplify your market positioning, drive up demand and enable your sales people to close more deals.

By elevating your thought leaders, you engage the executive decision makers you most want to reach. You set yourself apart and set the stage for impressive growth.

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

