

CREATE URGENCY AND ACCELERATE BUYING DECISIONS WITH *VISIBLE INSIGHTS*

Buyers are taking longer than ever to make decisions. Quite often, they decide not to decide. They remain paralyzed in their current state.

It's not surprising. One study from IDG Enterprise points to an increasing number of participants on decision teams. They are conducting their own research on potential solutions. And they are increasingly risk-averse. Such factors tend to extend buying decision cycles – or kill them altogether.

What's behind this breakdown when it happens to you?

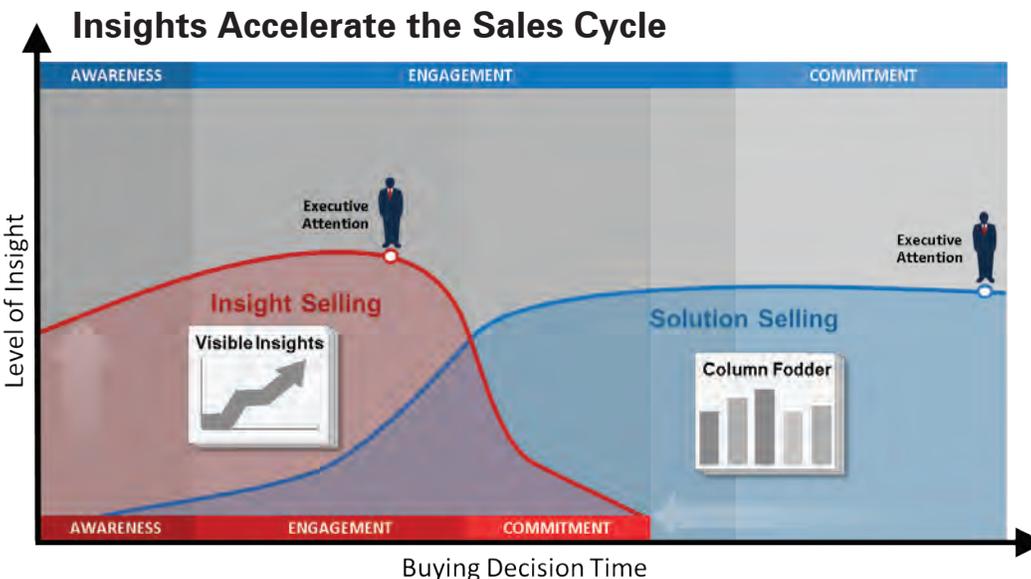
If you're experiencing buyer indecision and lengthening sales cycles, your marketing and selling teams may be struggling to make the case for change. Are sales conversations with your buyers getting to what truly matters to them? According to Forrester Research, executives state that sales meetings meet their expectations only 15% of the time.

What if you could create a sense of urgency among your prospective buyers and greatly accelerate buying decisions? What if you could position your company as a trusted

authority, visibly differentiate your solution, and guide your buyers through successful decisions?

Bring New Insights. Drive the Deal Forward

As Brent Adamson and Matthew Dixon point out in their thoroughly researched book *The Challenger Sale*, the biggest driver of B2B sales performance today is "a supplier's ability to deliver new insights." That's why they embrace *Insight Selling* over conventional Solution Selling.



With *Visible Insights*, you'll bring your selling and marketing leaders together to create a compelling point of view – one that resonates with your prospect. It will enable you to lock on to costs and consequences that justify change while articulating a new and safe path forward.

You'll develop concise, context-setting visuals that invite and encourage a powerful sales conversation. It's in the striking contrast between the current *Breakdown* and future *Breakthrough* – the heart of a

Visible Insights Presentation – that you'll capture the attention of key decision makers and clarify the case for taking action. With Visible Insights, you'll strengthen your ability to:

- **Provoke Conversations.** Set the stage for engaging conversations exploring business value and the specifics of your buyer's world.
- **Accelerate Comprehension.** Vividly illustrate the scope, magnitude and cost of existing problems, helping buyers comprehend why the present course may be unacceptable.
- **Clarify the Case for Change.** Clearly show your solution and its dynamics, illuminating a clear path from the present state to the future state.



Design Your Signature Story

So what are the key offerings associated with a *Visible Insights* program? The program begins with a *Collaborative Design Lab* that brings together your leaders in sales, marketing, and product development as well as other stakeholders who are focused on revenue generation.

This two-day workshop, which is led by a positioning consultant and a visual design specialist, draws on the collective expertise of your people while driving consensus and commitment around the signature story you will bring to market.

Three core deliverables will come out of your team's participation in the Collaborative Design Lab:

- **Visible Insights Presentation.** This concise, provocative, and visually rich asset will enable your selling team to present your insights and perspectives in a compelling fashion.
- **Visible Insights StoryMap.** This visual message mapping tool will enable your selling team to master the conversation points necessary to engage your buyers in a clear, consistent and memorable way.
- **Visible Insights Position Paper.** Designed for demand generation and sales enablement purposes, this signature think piece will vividly capture and present ideas reflected in your signature story.

Position your company to win. By challenging assumptions and bringing new perspectives, you establish yourself as a trusted authority and differentiated supplier. And by clarifying the case for taking action, you accelerate your buyer's decision making process.

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

