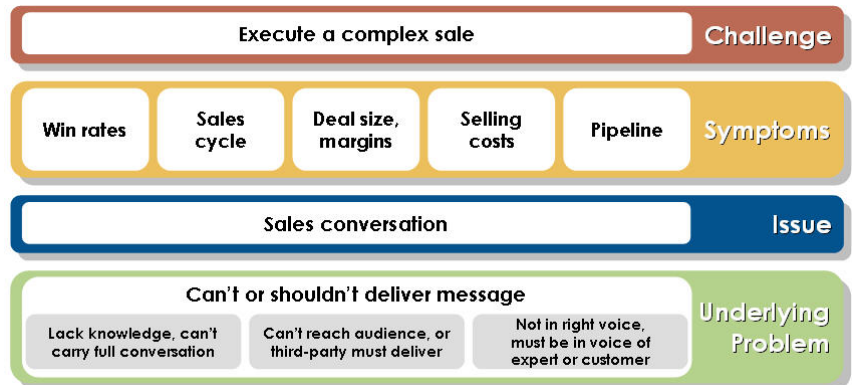


Effective Conversations Are Key to Sales Execution

Sales executives looking to transform their sales teams from product providers to consultative solution specialists focus on the quality of sales conversations as a key factor for success.

They have already made the investments in the right products, people, training, technology and selling messages, but results still lag expectations.

Many executives are confronting a stark reality: there are messages that sales people are simply **unable to deliver**. They may lack the required knowledge or can't carry the full conversation. They may not be able to reach the right people. Customer sponsors or other third parties may have to deliver messages. A different "voice"—that of the technical expert or satisfied customer may be required.



Consider a Creative Solution That's Not Training

This is where **Avitage Second Voice VignettesSM** come in. Sales people gain a competitive edge with short, targeted, multimedia vignettes:



- **Attention Getter:** Captures key prospect attention and engages them more quickly in buying conversations
- **Deeper Explanations:** Delivers difficult-to-explain subject matter in the voice of the expert
- **Ground Rules Setter:** Favorably "sets the criteria" to influence prospect decisions
- **Objection Handler:** Delivers best-practice responses to overcome customer questions and objections
- **One Customer's Thoughts:** Leverages the motivating power of the customer's voice in ways that static documents can't achieve
- **Proposal Summary:** Adds high-impact executive summary to a proposal to get C-suite attention

Next to having a live expert in every conversation, **multimedia vignettes** are simply the best way to: capture attention, accurately explain complexity and nuance, deliver messages based on best practices. Multimedia helps messages stick.

Each two- to five-minute vignette is tailored for maximum impact. Relevance is increased by assembling each vignette to the role of a specific stakeholder, the stage of the buying process, the competitive context and the specific communication objective.

Avitage Second Voice Vignette Program

The **Avitage Second Voice VignetteSM Program** combines eight years of a proven process methodology, production services and technology that result in an online library of multimedia modules that are easily configured for delivery at the point of business. Specific elements of the program include:

- Message and content audit and refinement
- Rapid-development production services for professional results
- A library of reusable and configurable multimedia modules
- Training and support to direct sales in the proper use of vignettes
- Training for marketing to help sustain the program with appropriate content
- Overall program management and documentation

60-Day Pilot

Will it work for you? We know embracing a new and creative approach to sales communications raises many questions, including “Will vignettes make a difference? Will our sales people use them? What is the appropriate level of investment? Do we have what’s needed to be effective with this program?” With all of our clients we’ve learned the **best way** to truly answer these questions is through a **low-risk, inexpensive, 60-day pilot**.

How does it work? The process is simple and quick: working closely with three to six of your subject-matter experts, our sales-communications consultants map your most distinct needs based on an understanding of your current sales challenges and process. Through a process of brief, targeted interviews, we identify your most important and compelling messages to be delivered in a “second voice.”

Within five to seven business days, we present multiple scripts (and storyboards). We work with you and, upon your approval, create final versions of the multimedia modules. In just a few days, you receive compelling, dynamic multimedia.

Simultaneously, our consultants work with you to define supporting materials, establish your Communications Library and finalize multimedia training modules to ensure your field personnel adopt this sales-communication process.

What do I get? In 30 days, you receive your custom multimedia modules, a unique library to manage them and sales-coaching aides. Within 60 days, we complete our work with your sales team to ensure proper use, modify as necessary and gather feedback on user experience and impact. We complete the pilot with recommendations and options for a continuing program.

Why Avitage?

We’re in the results business, with a program ready to be implemented immediately in your environment. For 12 years, Avitage has developed a methodology and supporting technologies that allow us to configure a dynamic communications system for clients. Leveraging a unique “multimedia publishing process” that is distinct from the traditional production process, our clients experience **lower costs**—typically 1/3 the cost of production approaches; **rapid development** with delivery occurring within hours or days versus weeks and months; higher levels of **content reuse** and **professional quality** multimedia messaging in **high volumes**—far beyond what anyone would even consider with traditional production approaches.

As a result, we are uniquely able to deliver a solution that ensures the best results and return on your investment.

Three other questions we thought you might have:

- **Why not my marketing-services agency?**
Marketing-services agencies deliver marketing messages and programs. Our methods provide tactical sales-performance support to impact sales conversations and advance the sale.
- **Why not my video-production company?**
Production companies implement traditional production processes to deliver point applications. We apply a “publishing approach” to multimedia that cost-effectively supports sales people in the complex sale throughout their sales process.
- **Why not my internal marketing group?**
This program isn’t about developing a couple of multimedia productions from a marketing perspective. It’s about helping sales leverage multimedia for live **sales conversations** and for online delivery when they can’t be face to face.

For More Information

To learn more about the **Avitage Second Voice Vignette Program**, contact us by sending an email to info@avitage.com or call 781-522-8000 or visit www.avitage.com/secondvoice.

Deliverables of Second Voice Vignette Program Pilot

Message and content audit

Three 4- to 6-minute vignettes with supporting modules to deliver multiple targeted configurations

Avitage Communications Library to access, assemble and deliver tailored vignettes

Field training to support sales in the use of vignettes in sales conversations

Documented ratification of the value of Second Voice Vignettes and proposed framework for an ongoing program