

LET SATISFIED USERS PROMOTE YOUR PRODUCTS—AND BOOST YOUR SALES

While most marketing collateral can do a great job of extolling the virtues of your products and services, nothing lends more credibility to your marketing messages than real customer testimonials. Prospective customers want to hear how others have used—and benefited from—your products and services. And when it comes down to the final purchase decision, a relevant, credible customer reference can often be the clincher that motivates a prospect to choose your offering over your competitor's.

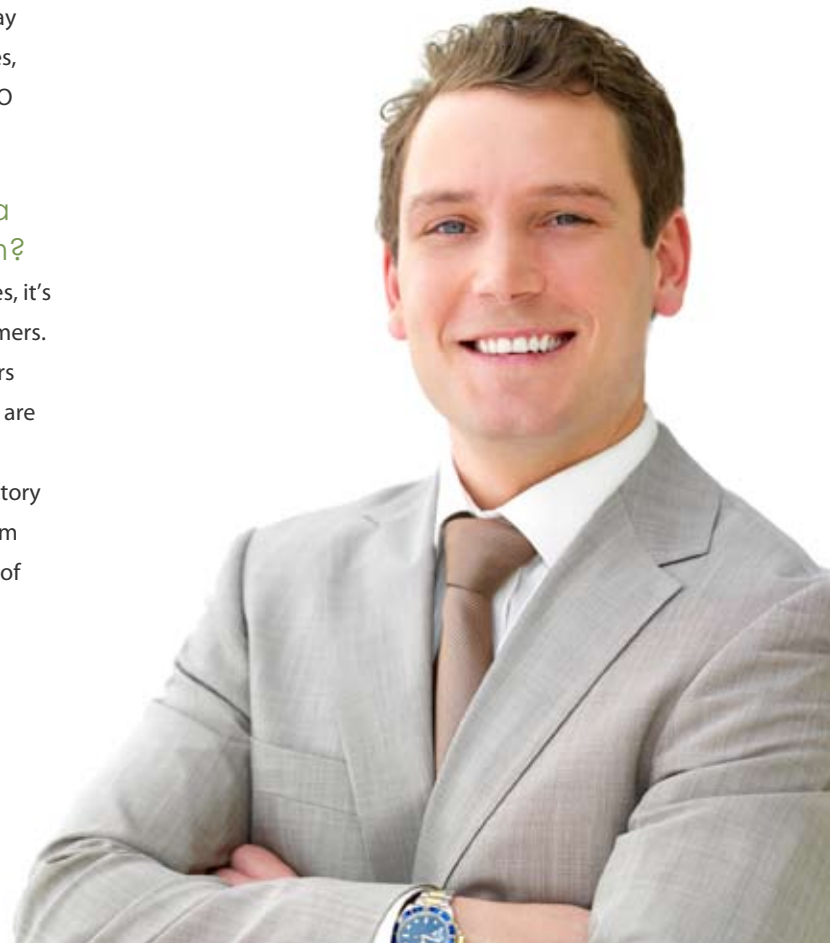
Obviously, one or two great references can only go so far. To demonstrate the full extent of your market success, you'll want to build and maintain an impressive array of success stories representing a variety of industries, geographies and applications. This is where NAVAJO Company can help.

What are the key components of a high-impact success story program?

- **Qualified, committed customers.** In most cases, it's easy enough to compile a list of satisfied customers. The challenge lies in identifying those customers who have an interesting story to tell—and who are willing and able to tell it.
- **Compelling, credible content.** To make each story a winner, you'll need to elicit in-depth input from the customer, and then distill the hodgepodge of

commentary into a crisp, concise narrative that validates your marketing messages. Ideally, each story will contain enough detail to provide value to technical readers, while delivering strong business benefits—and preferably quantifiable ones, such as return on investment.

- **A cost-effective, proactive process.** Meeting your program objectives and keeping participating customers committed requires a well-defined qualification, creative and review process. And you'll need dedicated resources to ensure timely execution of that process.



Let NAVAJO Company help you realize the full potential of your program

Whether you call them success stories, customer profiles, case studies or promotional editorials, NAVAJO Company can provide any or all of the following services:

- Customer reference strategy consulting and success story program design
- Process management
- Research, customer/client interviews, writing and editing
- Success story template design, layout and rendering of auxiliary graphics; Web and print production
- Translation to/from foreign languages
- Repurposing of success story content for other marketing deliverables
- Customer reference database management

Why choosing NAVAJO Company can make all the difference

- Our account managers know the most efficient ways to qualify success story leads, set up interviews, push drafts through review and obtain approval from participating

customers. (After all, we've been doing this for years.) They'll also keep you up to date on the status of your stories every step of the way.

- Our success story writers are expert interviewers and storytellers, with a unique combination of business and technical savvy. We deliver success stories with substantial value that everyone on your marketing team can use.
- We also have a high-end design, layout and production team. Working together at NAVAJO, our designers, account managers and writers can take your success stories from start to finish quickly and efficiently. We think you'll find this full-service approach much easier than coordinating between multiple vendors.

Call us—we're ready to get started

Let's discuss your customer success story program objectives. We'll create a customized process to accommodate your internal review cycles and required lead times; then we'll set you up with an account manager and a creative team who will engage you on your messages as well as your specific content and visual requirements.



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