

### do your **sales materials** strengthen your message?

it's tough selling a product or service without supporting materials.

The printed word can carry a lot of credibility, so your materials are important tools in your arsenal. They reinforce your brand and can create a lasting impression on your prospects if done well. Plus **a single printed piece can reach multiple decisionmakers** when your primary contact passes it along.

**Sales literature and tools help you communicate and strengthen your messages.** They're also known as "marketing communications" or "collateral" and include:

- ◆ Company brochures
- ◆ Product data sheets
- ◆ Case studies
- ◆ White papers
- ◆ PowerPoint presentations
- ◆ Websites
- ◆ Newsletters
- ◆ Reference lists
- ◆ Proposal templates

Good literature and tools are tightly integrated with your sales process. Rather than inundating a prospect with all of your information at once, break that information into distinct pieces that answer a prospect's key questions at a specific stage in the process. As a result, your prospects can quickly absorb what's most relevant, make decisions more quickly and move to the next stage.

#### Analyze your current materials

If you think your existing literature and tools could be more effective, take inventory:

- ◆ Review each piece to determine its sole focus.
- ◆ Ask your sales team and others for feedback on whether the piece works.
- ◆ Make sure the piece supports your value proposition and brand strategy.
- ◆ Make sure each piece is delivered at the right time.

#### Determine what materials you need

List the steps of your sales process, then:

- ◆ Brainstorm the materials you could use to answer a prospect's questions at each step
- ◆ Define a singular purpose for each piece of literature or tool

#### Write, design & print your materials

To develop your content, focus on the singular purpose of each piece.

- ◆ Outline the content that needs to be in each piece
- ◆ Hire vendors for design & writing if needed
- ◆ Research and write the content
- ◆ Develop your design requirements
- ◆ Design the piece
- ◆ Get quotes and work with your chosen printer to ensure that you're happy with the final outcome

#### Train your team to use the materials

Make sure everyone knows the purpose of each piece and when to use it.

*Give us a call (203) 254-8556 or email us at [hello@palmer-farrington.com](mailto:hello@palmer-farrington.com) for help creating meaningful marketing collateral.*