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Launch International Helps Content Creators More Tightly Align with Sales

New thought leadership helps marketers give sales the content they need (and want)

DOYLESTOWN, PA - June 15, 2011 – Launch International, Inc., the sales enablement content company, today released a new e-book designed to help content creators develop tools that better serve sellers and closely align with the sales process.

Authored by Jim Moliski, a respected industry expert on sales alignment and enablement and Launch International's senior vice president, strategic services, "Six Steps to Giving Your Sales Teams the Content They Need (and Want): An E-book for Sales Content Creators and Sales Enablement Professionals" arms marketers with the insights they need to create targeted, high-value content that aligns with their specific sales processes – and, most importantly, speaks directly to their customers' unique pains and business challenges.

By following the steps provided in the e-book, content creators will be well positioned to build tools that help salespeople connect the dots between their customers' problems and the great things their company does to solve them. They'll be able to:

- Build content that is aligned to buyer needs and business outcomes
- Identify the tools that sellers really need and will actually use
- Create maps that match tools to selling interactions
- Prioritize what to create based on impact and level of effort

"Across the industry, we see marketers struggling more than ever to provide sales content that is relevant to the discussions sellers are having with today's buyers. And sales people are frustrated when tools and content miss the mark," said Jody Canavan, Launch International's founder and president.

"These six steps provide a methods-based, proven way to help marketers more tightly align content with real-world buying and selling environments, more effectively create a targeted and powerful array of tools and more successfully demonstrate revenue contribution."

For more information about creating high-value content that aligns with each step in the sales process, read "[Six Steps to Giving Your Sales Teams the Content They Need \(and Want\): An E-book for Sales Content Creators and Sales Enablement Professionals](#)," or visit launchinternational.com.

About Launch International, Inc.

www.launchinternational.com

Launch International is a services firm dedicated to the technology sector. For nearly 20 years, we have focused on three key areas: the design and development of high-value messages, the development of "right time, right tool" strategies and the creation of related content targeted to buyers and sellers.

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