



What has your
CONTENT
done for you lately?

Sales enablement starts here.

LAUNCH
international

THE SALES ENABLEMENT **CONTENT** COMPANY®

Today's technology world is one of intricate buying processes and complex solution portfolios. Buyers and sellers alike need help **CONNECTING THE DOTS** from business problems to positive results.

At **LAUNCH INTERNATIONAL**, our one and only goal is to help you improve customer acquisition and retention rates by producing right time, right place messages and content assets for buyers and sellers.

Messaging Architecture Design

How do you create and carry forward the highest impact messages and content to buyers?

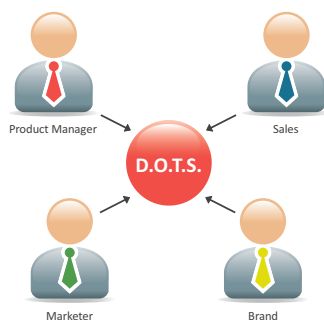
High performance sales tools and marketing assets are built on a solid messaging foundation. And while most marketers have some form of documented messaging, many would admit it lacks consistency across solution areas, is too product-focused and undervalues the customer perspective.

If you struggle to connect the dots from buyer needs to your points of differentiation, or from lofty goals to the actual products and services you offer, we can help you:

- Create a framework for delivering meaningful and relevant messages to your target buyers
- Articulate unique differentiation about your company and technology solutions to widen the competitive divide
- Identify tools to carry selling momentum forward to the consideration, preference and purchase buying stages

Our unique Connect the D.O.T.S.[™] methodology investigates the:

- **Direction** of the market and the resulting business imperatives that impact your buyers
- **Orders and objectives** that drive your buyers to behave the way they do
- **Transformation** of pain to gain, where we map challenges to value and validate results
- **Stages and steps** that set sales in continued motion, including identification of tools and resources that support the buying/selling process



WHAT'S INCLUDED?

Launch International's Messaging Architecture Design service includes a pre-workshop assessment, the main workshop event and a post-workshop Messaging Architecture guide that includes a complete and robust set of customer messages, formal solution definitions and elevator pitches, unique differentiators, proof and validation points and templates for developing the tools your sellers deem most valuable.

Aligned Asset Framework

How can you be sure your sellers and customers are using your most current, mature messages?

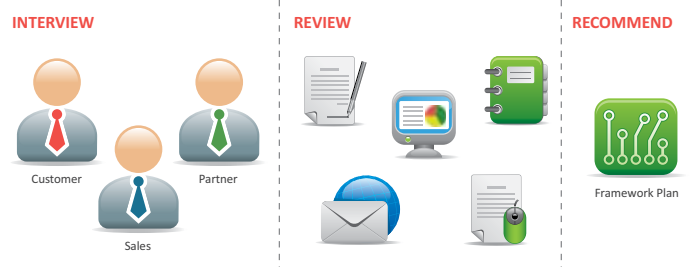
Buyer research can put salespeople at an information disadvantage. While you can't control what your prospects are learning, you can take the lead in producing relevant and timely content assets that buyers are most likely to read and retain.

If you struggle to engage buyers in a model that integrates both marketing and sales enablement strategies, we can help you:

- Identify and analyze the buy/sell processes of sellers, marketers and partners
- Align and define existing and new content assets toward specific results
- Create content templates to build consistency across your organization
- Craft asset rollout and reuse strategies
- Identify measurement processes for closed loop feedback

As part of this unique engagement, we:

- Interview your sellers, partners and customers to assess what works and what doesn't
- Review existing content assets within the context of buyer, seller and partner feedback
- Recommend specific assets that are relevant and suitable based on buyer preference and selling process



WHAT'S INCLUDED?

Launch International's Aligned Asset Framework service includes a gap analysis of current and recommended states, buy/sell maps with summaries of events at each stage and activities for each role, a documented asset inventory and new asset rollout plans.

Content Services

How can you move your buyers along a relevant and value-based message path?

Every organization admits they're sitting on a lot of content. Some of it is great. Most of it is underutilized. And many companies would confess they suffer from content chaos due to a lack of framework, integration and consistency across buyer/seller programs.

If you struggle to produce high-value content that meets the intended goal, we can help you:

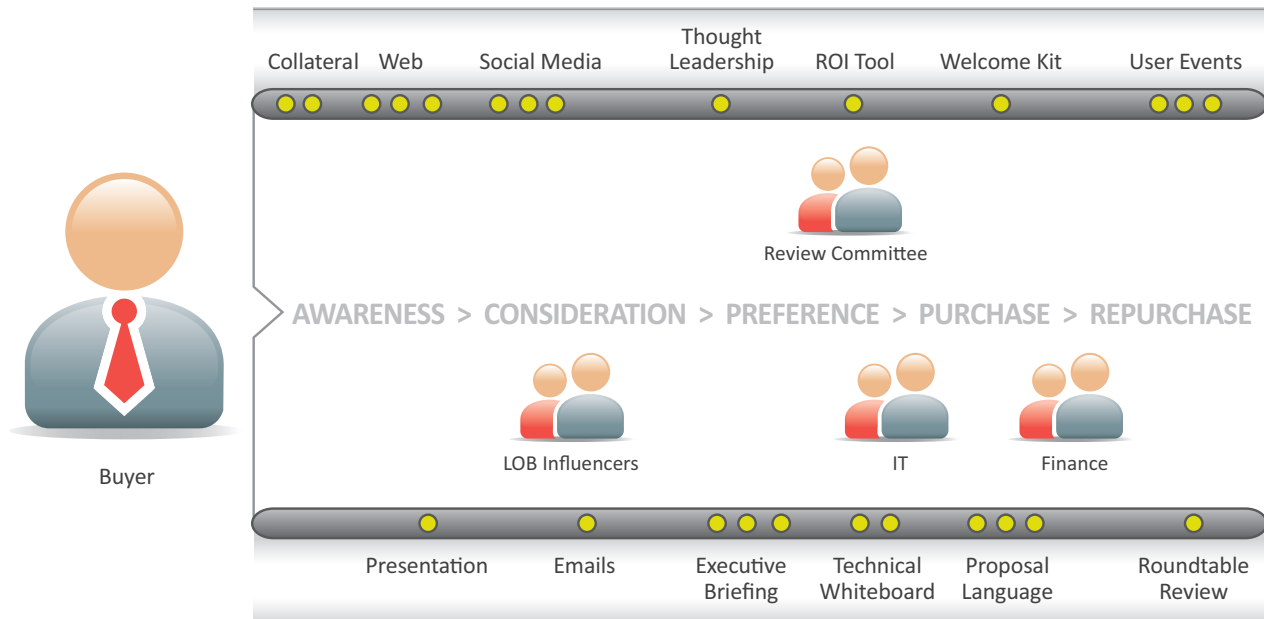
- Identify the highest impact content to voice your unique views and displace competitors
- Create assets that are timely, meaningful and relevant, so buyers will ask for more

- Build seller-facing assets that help them carry on value-based conversations that move prospects forward in a sales process
- Ensure integration across and among campaigns to build consistency and clarity in message

WHAT'S INCLUDED?

Launch International has experience defining, developing and delivering practically every content-based asset you can imagine. We're experts at extracting relevant information from subject matter experts and creating unique assets that are both on message and on target.

MARKETERS: Response-driven event and campaign path



SELLERS: Relationship-driven conversation and interaction path

Launch International strategy and development services can be contracted as part of a strategic process, or individually, depending on your needs.

About Launch International

For nearly 20 years, Launch International has helped marketing and sales teams create and deliver high-value messages and content for technology buyers and sellers.

Clients employ our Integrated Enablement Marketing™ methodology to:

- Develop messages that connect business problems to successful outcomes
- Identify the highest impact content for each buying and selling step
- Provide the right tools to each audience – whether that’s sales, customers or prospects

Our unique approach is based on dozens of years of experience working with marketers, sellers, subject matter experts and customers.

Launch International is dedicated to the technology sector and serves corporate, alliance, channel and vertical marketing and sales enablement organizations, as well as distributors, ISVs and resellers.

www.launchinternational.com