

“GOLD PAPER” SERIES

SMARTER THAN THE COMMON WHITE PAPER

FOR INDUSTRY SOLUTION PROVIDERS, VSN Strategies delivers a more dynamic and effective communications alternative to the common white paper. Custom-written Gold Papers support and shorten the sales cycle; help your account executives counter objections; and define the distinctive benefits of your solution offerings with brevity and precision.

YOUR REPS SELL SMARTER. Today’s retail marketing and sales solutions take time and effort to explain. Key business benefits are often buried and inaccessible in technical white papers, which can often *lengthen, not shorten*, the sales cycle. Gold Papers are an engineered selling tool that any account representative can use to respond to specific questions and objections with intelligence and speed.

DO YOUR WHITE PAPERS FAIL TO PERSUADE?

FAR MORE READABLE by client decision makers, Gold Papers are more focused and accessible to them, and this makes them more influential than long-winded, academic white papers. *They get read* because they are brief and on point. Gold Papers are easy to email or pull out of a portfolio. Your sales professionals arrive prepared to convert objections into reasons to buy.

FREQUENCY DRIVES SALES. Gold Papers enhance your sales process by providing frequent reasons to make contact. Each quick read defines an *industry challenge*, supports your perspective on that challenge with *data points* and/or *reference material*, and outlines a *solution approach* your firm is uniquely positioned to provide. Your Gold Paper portfolio becomes a dynamic, growing resource for the company.

VSN IS YOUR GOLD PAPER RESOURCE

GOLD PAPER SERIES DELIVERABLE begins with three carefully-crafted Gold Papers of 900- to 1,200-words each (two pages) over a 90-day period, each tightly focused on one critical issue or business insight persuasive to your clients. VSN develops 6 – 12 topics in conference with your top sales, marketing and product executives, targeted at questions and objections commonly encountered or anticipated in the sales cycle. Subsequent installments are completed monthly on an ongoing basis.

THE VSN DIFFERENCE. VSN principal James Tenser is one of the best-known sales and marketing strategy copywriters in the Retail Consumer Products industry, with more than 25 years experience and numerous author credits, in addition to technology sales and consulting experience. His team dives deeply to understand your solution offering and its unique value proposition, bridging the technical with the practical to define reasons to buy.

PRICE ASSURANCE. A low fixed fee covers the initial three-paper series and topic development workshop (plus applicable T&E for a one-day on-site visit). Additional Gold Papers are set priced and billable upon acceptance.

CONTACT JAMES TENSER (jtenser@vsenstrategies.com) for a proposal and to schedule a consultation. VSN Strategies also provides strategic marketing communications planning, case study and collateral development, and related services at market rates.