

Does Your Sales Team Need a "Second Voice"?

Do you have messages that your sales team cannot—or should not—deliver to customers and prospects?

What if you could give them a "second voice" to help them consistently explain complex messages and capture attention?

What if you could also leverage the power and impact of multimedia in customer communications?

Well, this is your lucky day!

**Introducing the *Avitage*
Second Voice Vignette
*Program.***

Learn more about this innovative solution at:

www.avitage.com/secondvoice



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Help Your Sales Team Turn Tricky Situations into Opportunities to Win Sales

A Tricky Situation

You spent countless hours creating a value proposition and presentation for one of your sales reps to deliver to a group of decision makers and influencers at one of your most promising accounts. Halfway through the meeting, the VP of technology asks a highly technical question. Your sales rep is obviously troubled by the question for a number of reasons;

- a) based on his limited knowledge on the subject, he is not sure if he can satisfy the VP with an answer that is technical enough,
- b) he is not sure how to address the issue without putting the rest of the (non-technical) group to sleep,
- c) usually, he relies on a product manager to explain these technicalities, but she couldn't make this particular meeting.



A bead of sweat drips from his brow as he hurriedly considers his options...

Consider the Options...and the Ramifications

Well, this is indeed a tricky situation. Our sales rep has to hurdle an obstacle on the fly. What are his options? He could;

- a) try to address the issue himself and run the risk of losing his credibility *and* the rest of the audience,
- b) attempt to move the topic aside and coordinate a follow-up meeting with the VP and our product manager,
- c) ignore the VP, but he will most certainly be blocked by this gatekeeper down the road.

What if you (a *savvy* marketer) and your organization had a strategy for dealing with these situations?

Now Consider a Different Solution

Thinking ahead, you carefully mapped out messages tailored to address the needs of various stakeholder roles in a range of industries across your sales cycle and turned them into sales-ready, customer-relevant message units and proof points. You enlisted the expertise of all your product managers, pre-sales engineers and other internal specialists to provide audio narration and explanations of those key messages. Then you created eye-catching visuals to support the audio. From there, each message unit was turned into a dynamic, impactful multimedia vignette to provide deep, technical explanations for all of your complex messages.

The result: your messages are conveyed in a highly compelling and consistent manner—no matter who is delivering them *or how tricky the situation*.

Add Impact to Your Messages

This is just one of the ways Second Voice Vignettes can arm your sales team with “communication silver bullets” to improve their sales conversations and help them gain credibility with stakeholders. Next to having a live expert in every conversation, multimedia vignettes are simply the best way to: capture attention, accurately explain complexity and nuance and deliver messages based on best practices. Multimedia helps messages stick.

Vignettes Leverage the Power of Multimedia to Overcome Sales Challenges

Attention Getters

Capture key prospect attention and engage them more quickly in buying conversations

Deeper Explanations

Deliver difficult-to-explain subject matter in the voice of the expert

Ground Rules Setters

Favorably “set the criteria” to influence prospect decisions

Objection Handlers

Deliver best-practice responses to overcome customer questions and objections

Customer's Thoughts

Leverage the motivating power of the customer's voice

Proposal Summaries

Add high-impact executive summaries to proposals to get C-suite attention

For more information, visit www.avitage.com/secondvoice