



Air Cover

Creating Stellar Collateral and Customer Evidence

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Nuts to bolts creation and delivery of field sales materials.

THE CHALLENGE

Vega was asked to build the sales tool and collateral for an innovative new product launch. The launch involved both software and hardware. The client's enterprise sales team and product management teams needed stellar materials for use in field sales activities.

THE PROCESS

Vega collaborated closely with the client – including interviews with subject matter experts - to review internal documents, define objectives, and establish core messaging. When necessary, Vega outsourced work to sub-contractor partners who are experts in their fields.

VEGA DELIVERS

The final "bill of materials" included:

- Overview slide deck
- One page value proposition and messaging framework
- A pitch deck for Business Decisions Makers (BDM's) and Technical Decision Makers (TDMs) (including vertical specific slides and messaging)
- A partner opportunity deck, customized by industry vertical
- A white paper
- A technical Deck
- Customer evidence - four 2 page case studies
- Partner evidence - ten 2 page partner case studies
- Datasheets (customized per vertical)
- FAQ's
- Demo scripts

The work has become a showcase for the client's enterprise team.

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Packaging Perfection: From Concept to Production



VEGA DELIVERS

The Vega consultant assigned a talented project manager with extensive marketing background to assume ownership and maintain accountability throughout the entire process. The consultant worked closely with the client in the planning and design phase and throughout the execution stage to coordinate, monitor, and control the entire process. The consultant effectively allocated and integrated inputs, resolved conflicts, and flawlessly managed time, cost, and scope constraints to meet previously agreed objectives. Ultimately, all activities were formally closed and signed off by a delighted customer.

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