

Getting the Customer Interested

Here's a real door opener!

Axela Inc develops exciting technology for protein studies, and Brandwidth Solutions and Axela have been working together to find economical ways that get the company and its product known, find the lead, start the dialog, and develop an ongoing conversation. Integrated into the sales process, their application briefs are a real winner toward accomplishing that goal.

Hit the sweet spot

Communicate what your target audience loves, and life scientists love data and applications that relate to them. So we developed a series of 1-page application briefs designed for prospects to get an *at-a-glance* understanding of the application and function of the new Axela dotLab® system.

Make it short and simple

Got a minute? This true one-page brief is not even double-sided for a quick elevator pitch. It has many visuals and just enough copy to show prospects how the system was used for a specific application.

"Our sales people just love these!" says Paul Smith, Axela's Vice President of Sales. It's a great door opener. They can tell the story in a minute or less. It's a perfect way to open the conversation and get to know the prospects' needs. They are engaging both new and existing customers in new discussions."

Develop the customer conversation

Behind each is a more substantial piece—such as a poster, white paper, or application note—that explains the application that is of interest to the prospect in more depth. But the conversation doesn't end there. So far we've developed a set of nine application briefs, with new ones are being developed regularly.

"Sales people are always looking for reasons to contact the customer again," says Paul. "With each new relevant brief developed, they now have a good reason to call the prospect again."

Make it work hard for you

In fact, it's not just good for Axela sales force. With their VWR partner, it's an easy way for VWR sales people to understand and sell the system as well. The briefs are on the Axela website for the online prospect. As a bonus, the briefs show investors the progress in developing the company's technology, and it helps all employees understand the product and use so that they can better communicate what the company does and its value. The briefs were designed with a look-and-feel to reinforce that reinforces the company brand and recognition.