
Getting Sales To Use Marketing Collateral

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Introduction

Marketing professionals often ask me how they can get the sales team to actually use the collateral they create. If you're a marketer and find yourself facing this conundrum, trust me, you are not alone. While this seems like a struggle that has gone on since the very earliest days of marketing, I would like to make the argument that there is a very easy solution to this problem – involve the sales team in the creation of marketing collateral.

"What?!" I hear you seasoned Mad Men wannabes with no new episodes to watch hollering at me while trying not to spill your lunch martinis. "Sales and marketing working together to create collateral?! That's just crazy!"

As melodramatic as that sounds, it is honestly not far from the truth. I have been doing this for a long time and know how difficult it can be to bridge the gap between sales and marketing, especially when it comes to collateral creation projects.

Yet, if you think about it, doesn't it really make sense for the people creating the collateral and the people who are expected to use the collateral to work together on its creation? Did you just put down your martini as the revelation sets in?



Introduction

Involving the sales team in the creation of collateral gives them a sense of ownership in the content and the creation process itself, increasing the likelihood your collateral will get used. Would you not be more likely to use a piece you had been involved in creating than one you were simply handed and told to use? Plus, there is a wealth of information the sales team can provide marketers that can improve the quality and effectiveness of collateral material.

I know you think of working directly with the sales team and start steeling yourself for a fight, or at the least, a lengthy, drawn out process, but unlike the work of those other stars of the 1960's, the rocket scientists, working with sales to create collateral does not have to be as difficult as it might seem. In this guide, I will provide you with some key insights on learning about your sales team and understanding why it is important to work with them on collateral creation, as well as provide you with some steps to make the process as painless as possible.

Four Easy Steps To Collateral Bliss:

- 1. Assess Your Sales Team**
- 2. Know Your Collateral**
- 3. Meet With The Sales Team**
- 4. Repeat Continually**

Assess Your Sales Team

First and foremost, learn a little bit about your sales team. By doing so, you will gain an understanding of their collateral needs. Chances are you are going to find your company's sales team is made up of people with a wide range of experience levels, and therefore, a wide range of collateral needs. There is no one-size-fits-all collateral assessment and while marketing would like to just create some pieces, put them up in a dropbox and move on, I am here to tell you the only way to ensure your collateral gets used is to know your sales team and their needs, then work together with them to create the pieces they actually need, not the pieces you think they need.

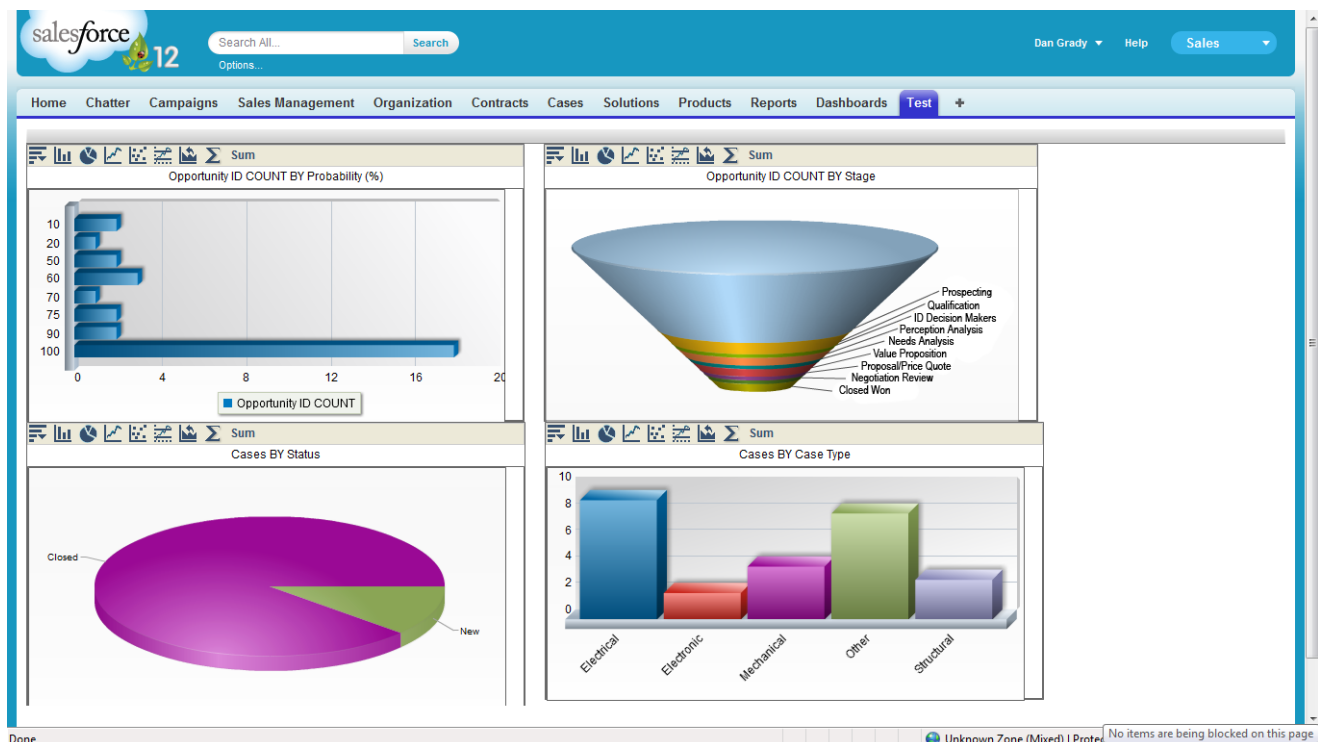
There will be at least one member of the sales team who doesn't use collateral at all. Depending on the size of your organization, there may even be multiple reps that don't. It's not because they don't like what you've put together, and it's not because they don't like you or see value in what you do, but the fact is, simply, they don't need any collateral to sell – ever. Short of the prospect asking for a physical sheet to show their boss, this sales person will never use your collateral in their sales process. This is your top seller – your salesperson's salesperson – the one person or group of people who make most of the company's sales, all without using any collateral. That is not to say these folks are not going to be valuable in the creation of sales collateral – in fact, they may be the most important to the process – they are just not going to be using any of it themselves. You must let yourself be OK with this and you must let them continue selling how they sell. Don't get in the way of this freight train. Instead, jump on board with it and embrace it's ability, skills and expertise. We'll delve deeper into working with these top performers a little later.



Assess Your Sales Team

For now, let's look at the rest of the sales team. There are still two more groups you will discover. There will be your mid-level sales people – the ones who are generating good, sustainable numbers, but who are still reliant on the sales tools and leads generated by marketing. And, you will have your newer, more junior sales team members. These are the two groups that are going to be your end customers – the people actually using your sales collateral every day.

The bottom line is that you must know each rep and which of these three groups into which they fit. You must keep in mind that all three types of sales people – the million-dollar rep, the mid-level number grinder and the new kid on the block – should all be a part of your collateral creation process. Each will have a unique purpose and perspective that will be extremely valuable to you.



Know Your Collateral

How well do you know yourself? Pretty well, I bet. But how well do other people know you? Probably not as well as you know yourself, right? The same holds true for your collateral. You might know every word of every piece and have a fantastic running inventory list that links to your dropbox. Your inventory list might even provide multiple scenarios in which each collateral piece can be used. But at the end of the day, if you maintaining that lovely collateral inventory is the only time it's ever visited, your collateral, no matter how good, is ineffective and sadly, not valuable at all.

Fortunately, this is easy to change. I'm not saying you don't have a hefty job in front of you, but you may actually find that it doesn't take nearly as much work as you may think to transform your unused, undervalued collateral into the darling of the sales team's efforts. Once you've assessed and know your sales team, all you need to do is take the time to present them with the resources they have at their disposal, work with them to ensure your collateral aligns with their needs and then stay involved with them throughout your marketing efforts.

So, you're next important step here is to ensure that you have a grip on every single piece of collateral and know where it can be accessed. If you are going to engage the sales team in conversations about your collateral, you need to make sure you are prepared to present every piece and know where every piece can be found. You also need to know how each piece fits into your larger collateral strategy and which pieces are designed to work together.



MITSUBISHI TV Remote Control Buttons & Functions
WT-46807, WS-55807, WS-65807

SELECT SWITCH
Push the TV CABLE/SAT/VIDEO or AUDIO key to operate the equipment of your choice.

NUMBER KEYS (0-9)
Enter channel number or a Quick Lock code.

VIEW CHANNEL
View channel you have programmed into SuperQuickView™ (SQV) memory.

INPUT
Select the input source to watch. TV channels are numbered 1 to 99. For other equipment connected to the external inputs.

CHANNEL CONTROL
Press the top part to change to a channel with a higher number. Press the bottom part to change to a channel with a lower number.

LIGHT BUTTON
Use to illuminate sensor buttons on the remote control for four seconds.

ENTER/BACK
Select a channel number to return to. Exit/Back/Off to turn off the TV.

CANCEL
Clear a channel programmed into SuperQuickView™ memory (clear the settings of some on-screen menus).

WUP
Enter/Back/Off to turn off the TV.

ADJUST BUTTONS
Adjust the on-screen menu. Press the Home/Power/Off button to return to the screen and select items in the menu.

POWER BUTTON
Turn power on or off.

QV (QuickView™)
QuickView™ is a feature that allows you to watch TV channels. Press again to return to original channel.

SLEEP
Program the TV to turn off automatically.

VIDEO
Select individual video settings to adjust.

AUDIO
Select individual audio settings to adjust.

VOLUME
Press the top part to increase the volume. Press the bottom part to decrease the volume.

MUTE
Turn off sound completely or return to original volume.

HOME
Go to on-screen menus and return to TV viewing.

MENU
Display the on-screen TV menu system, which contains additional functions for special features.

INFO
Display the on-screen TV menu system, which contains additional functions for special features.

GUIDE
Display the on-screen program guide of some cable boxes and satellite receivers.

Down with your employee for an interview. How they are doing. Ask them what they think they can no longer perform as a fair injury. Write down your discussion.

Call your insurance company and report the accident. The insurance company will send an investigator to the scene. They will perform a direct result of their will help the investigator possibly take a worker engaging in those activities, thus not.

of our when your employee's next doctor visit is. Have the investigator perform on the day of the appointment. Both after the appointment. Review the report against the surveillance tape. Did the doctor tell the doctor that they cannot lift 10 pounds? Did the doctor restrict the new lifting more than 10 pounds? Does once tape on the day of the appointment employee repeatedly lifting them 10-pound

are to work with your insurance company investigator to help combat fraud. There are fraud that even the most diligent investigators find, however playing an active part in them will increase your ability to prevent fraud and its impact.

ulting in a business consulting firm on human resources and workers' compensation control.

ation, contact.

AKM Consulting

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APPLICATION DEVELOPMENT

DEVELOPING SOLUTIONS FOR A CONNECTED WORLD

Today's solutions need broad collaboration and integration capabilities to connect both people and systems within an enterprise and across organizations. To meet these needs, Neudisic architects work closely with experts from our Application & Systems Integration, Business Intelligence, Collaboration, CRM, and User Experience teams to deliver solutions that streamline business systems and redefine the way people connect and share information in the work place.

While we have the expertise to provide complete custom solutions, we believe in partnering with your key stakeholders and IT specialists to address your business application needs with a tailored solution that gives you a competitive edge and positions your organization for future growth and success.

Business Intelligence Creates a Single Source of Actionable Information

Harness the Value of Big Data to Gain a Competitive Advantage

Consulting | Technology | Software



The Agile

Managed Services+ for the Business Dec

Are your future projects continually postponed while IT supports your existing systems?

There's a Better Way

Imagine a business where your services never go down, your productivity is always up, and the time of managing multiple vendors and invoices are really one. Now imagine what you would do with all the extra time. You could build stronger customer relationships, or perhaps, even expand your service offerings. Maybe even develop some new products. The possibilities are endless.

Step into the world of Neudisic Managed Services, where technology experts who know your business take care of your IT needs, so you can focus on more important things, like running your company.

Neudisic has long been the trusted technology partner in business innovation. Companies in every industry have come to rely on our award-winning solutions and innovative products to help them business technology needs. We put the full weight of our reputation and expertise behind our Managed Services to help you get the most from your technology investment. Don't just imagine a more efficient and productive business, live it with the help of Neudisic Managed Services.

Reliability
Backed by Neudisic's Managed Services will keep critical systems up and running. Need them most. Count on us.

Scalability
Scale up or down without all the ongoing hassle. Neudisic Services is always there, providing support to meet your business needs as they change.

Budgeting
Take the mystery out of managed budget. Our Managed Services are designed for all your needs. We'll help you get the most from your budget, and we'll provide custom solutions to meet your needs.

Security
Your business critical systems are always protected. Our security experts protect your business by implementing security measures at every level.

Support/Service
We're just a phone call away. We'll have someone ready, willing and able to address your needs.

Lead Distribution Engine

CAKE's Powerful Lead Distribution Engine is all about taking control of

Know Your Collateral

If you're the company's one collateral guru, this step might already be complete for you. But, if you're new to the organization or work for such a large company that multiple team members are continually creating multiple collateral pieces, this step might take considerable time. Either way, when you meet with the sales team, be sure you are completely prepared to answer any question they can throw at you about the collateral you have to offer them.

If you already have a collateral inventory, be sure you know it well. If you don't have a running list of every single piece of collateral, its possible use, and where it can be located, be sure that you have one ready and know it well before you start meeting with the sales team. While your meetings are going to impact your overall collateral strategy as well as your final inventory list, it is important to have an existing collateral inventory list as a starting point.

Question & Answer

Webster University
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(888) 252-7778
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Ranked among America's best colleges.
-according to U.S. News & World Report

One of the most affordable MBA programs in all of Southern California.
-according to The Educator Magazine

Largest part-time Graduate Business enrollment.
-according to the AACSB

Webster's programs are designed for busy professionals who never seem to have enough time. Faculty members consist of active professionals who bring their experience to the classroom as well as academic credentials. They provide students with the latest theory and practice as well as proven strategies for success. Before deciding which degree program is right for you, call Webster for a personalized consultation with an Academic Advisor. With Webster, you will enjoy the best education at the best price.

- Small Class Sizes
- Affordable
- Faculty with Experience
- Faculty with Credentials

The Best Education & The Best Affordability

Why is Webster the Best Choice?

A Small Class Size

A Faculty with Experience and Credentials

A Convenient Location

APPLICATION DEVELOPMENT

The Neudestic Advantage

A diverse team that consists of:

Proven Delivery Methods:

Remember Morning

Once in a while that for many beginnings, and even as I begin to tell it, I still do not know where it should start. I know only that I hope it is a tale that we shall never see end. When I look back and try to express how I feel, where do I begin? Where do I begin to measure our patriotism? How do I gauge such a thing? Do I begin to measure in the 1700's when my forefathers came to new world from England? Do I imagine what it must have been like to make a supreme sacrifice for my beliefs, just as I imagined during the hours of solitude I spent in a Union Cemetery in downtown Marietta, Georgia a few years back? Do I start by trying to imagine what the Atlantic Crossing was like for my forefathers from Salem? How did that compare to my great-great grandfather's journey north to California in a covered wagon? Maybe I should start by telling of the smile I remember on my great-great grandfather's face when I was younger. At 70 years, oh the tales he had to tell. Though the foundations of patriotism are there, is patriotism not lost if it so easily forgotten, or gone out of style from lack of use and remembrance? Much like many of us today, there are so many questions floating around in my mind that I could ask end-on-end for days without repeating a single one.

For us, patriotism comes from long roots back into history. Tales of our family that I was told second-hand last the foundation. When I look back first-hand, where does patriotism begin? It began in the black-and-white photo of my mother's parents on their wedding day, my grandfather in his dress blue navy uniform. It began with a story my father told me of his father almost falling off a medical chopper after he was wounded in Korea. It began when we watched that same man laid to rest with military honors after cancer got the best of him. It began with stories of my great-grandfather's actions as a soldier, though by the time I met him as a child, I then remembered him for his pool table den and the laughter he filled it with. It began at baseball games when we would sing the national anthem and I could never get through the entire thing without shedding at least a hidden tear. It began with the pitcher of beer that my life-long friends and I shared with the Blue Angels at the Miramar Air Show where we accompanied my best friend's father's F-6, a World War II trainer that gave me chills to even look upon, let alone sit in. Knowing that there is a F-6 out there right now with a wing tip that I helped rest on always fills me with such pride. It began with that same best friend's father's collection of artifacts from World War II, US issues worn by our soldiers, and German and Japanese issues collected as our boys pushed forward to victory. It began at the Vietnam Memorial during our trip to Washington, D.C. in eighth grade. It began at Arlington Cemetery where we saw the graves of great, courageous Americans. That I find me to where this should begin.

August 1999, we stood quietly together, looking down at the U.S.S. Arizona. Had long wondered growing up what it would feel like to be there. Once you are there, you know it is impossible to describe how it feels to stand on the memorial, reading the names, looking down at the hull, looking over the harbor, looking up to the sky and towards the sea where the attack was launched. That trip to Hawaii for my 25th birthday definitely gave the roots of patriotism a growth-spurt.

Over the previous years, there was so much to be emotional about. I was on a whale-watching trip in sixth grade the day the Space Shuttle Challenger met its fate. Two years later, I visited the memorial to the astronauts at Arlington. Three years after that, I came home from high school and watched 24-hour coverage of the Gulf War. We all watched Panama, Somalia, Bosnia, Albania, and saw bombings in Oklahoma and New York Cities. We shook inside at the Endure Bombings and a silent prayer for the men and women of the U.S.S. Cole. We feared and speculated over Flight 800, and watched mail-men crash planes into the ocean in Africa and even right off the Atlantic Coast. We smiled when we saw Ford, we felt humbled when we heard Nixon, we watched Carter work for peace, we thanked Reagan for working to end the cold war, remembering what it was like to watch the wall come down, all the while, our hearts breaking as we learned of Nancy of the one battle in his life he was losing. We hatched George Senior in the war, and hoped with everyone for prosperity when Clinton took office. Some loved and some hated the man through the eight years, while far too many came to not even care at all.

Quietly Working

Sales Call Manual

Your Guide To Generating Revenue Through Setting Appointments

The Best Apots.com

Featured Property
For July 2005

enjoy cable TV, VCR and a sound system with CD player.

The master bedroom has a king size bed with an adjoining bathroom with jacuzzi, jet tub/shower.

Quietly Working

Viral Marketing Services

It is your advertising & marketing team's job to keep you at the forefront of technology so that you are implementing the latest in advertising & marketing campaigns long before your competitors can get a foot-hold. We want to be a valuable part of that team, and we will make it our goal to ensure that your business is benefiting from the latest in internet-based viral marketing. Quietly Working's services are designed to provide you with online presence on social networking sites, helping to drive traffic to your web site. We'll help you create a buzz surrounding your products and services, and get potential customers to your web site so that all you need to do is close the sale.

Ask yourself: Do we currently have someone representing us on industry standard blogs and forums? Are we currently using the power of our marketing through social networking sites like YouTube, MySpace and Facebook? If your answer is no, your enterprise is missing out on a great way to connect with your potential customers.

Research shows: that the average internet user is now viewing 2.8 hours worth of video content posted on social and sharing network sites each month, with the average technophile viewing as much as 8 hours worth of content each day.

Quietly Working's Viral Marketing Services provide extensive value for a small monthly investment. You get an unbeatable online presence on your industry's blogs and the most popular social networking sites. It is time for you to take advantage of the growing interest in viral video and online networking sites. Quietly Working's Viral Marketing Services can help you do just that.

- **Blog & Forum Representation** - Approximately 10 personalities representing your demographics on key industry blogs and forums.
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- **Community Site / Social Media / Viral Media Representation** - Creation of profiles on a select group of those types of sites and the posting and monitoring of your written and video online content.

We also offer a \$1000 per month package that gets you 50 hours dedicated to the above services.

We are happy to help in and assist you in the creation of your written and video online content at a reduced production rate of \$50 per hour.

If you are ready to take the next step in using viral marketing to drive traffic to your site, please call us today.

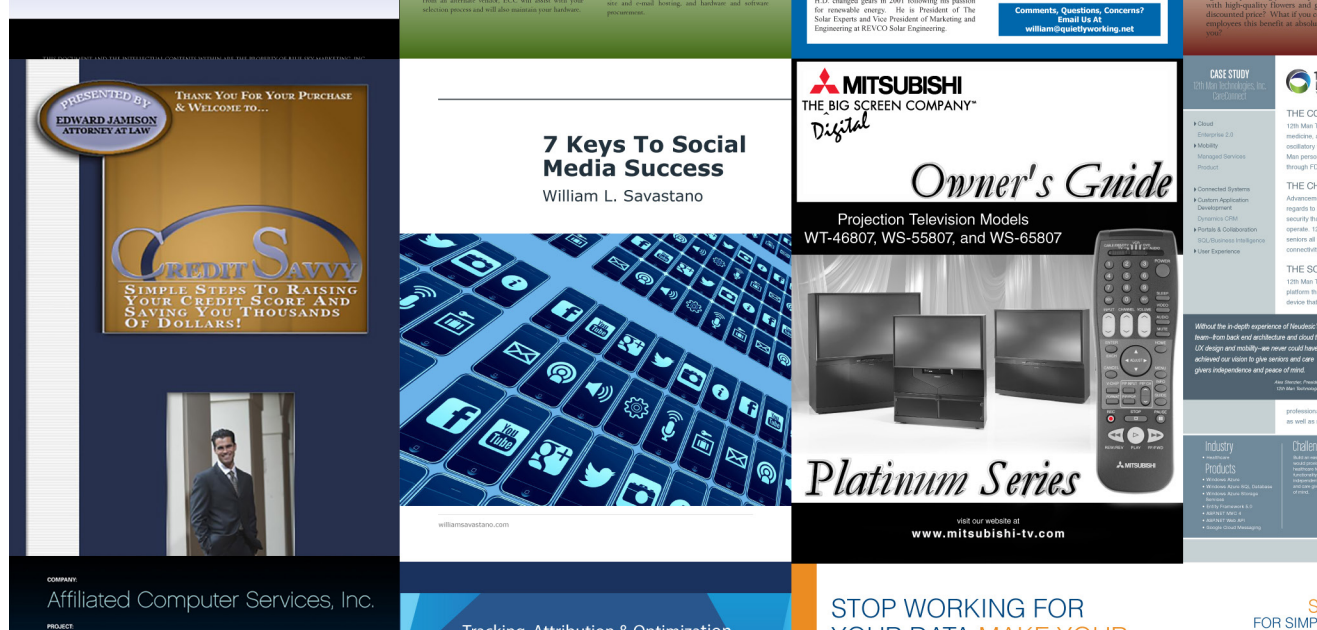
Your Quietly Working Account Representative is:
Mr. William L. Savastano (714) 397-2726 - william@quietlyworking.net

Quietly Working, 3201 N. Main, Suite 100, Hayward, CA 94541 (B. Alameda/Alameda)

Monitoring

Checks Your Full

the business exchange will be a profitable and worthwhile venture for you.



Building Your Collateral Inventory List

Then, finally, be sure to either group the pieces or provide information in a clear and easy-to-follow format that shows how these pieces may be used together. If your reps are going to a retail trade show, you want them to easily see from your collateral inventory list that they should take the company overview brochure, the retail product data sheet and an article your team produced for the CEO on the latest industry trends in retail.

Be sure that no matter what you produce as your inventory list, it is easy to navigate, easy to understand, and most importantly, easy enough to use that it will – you guessed it – actually get used!

Item	Current Revision	Last Reviewed	Next Review	Location
COLLATERAL				
Company Overview Tri-Fold	20130809	20130809	11/2013	.com
Services				
Application & Systems Integration Services Overview	20130809	20130809	11/2013	.com
Application & Systems Integration Services Composition Assessment Offer	20130809	20130809	11/2013	.com
Application & Systems Integration Services CRM Integration Assessment Offer	20130809	20130809	11/2013	.com
Application & Systems Integration Services Hybrid Cloud Assessment Offer	20130828	20130828	11/2013	.com
Application & Systems Integration Services Web Method Assessment Offer	20131011	20131011	01/2014	.com
Application & Systems Integration Services BizTalk Server 2013 Assessment Offer	20131011	20131011	01/2014	.com
Application & Systems Integration Services Enterprise Mobility Assessment Offer	20131011	20131011	01/2014	.com
Application & Systems Integration Services Dynamics Messaging Assessment Offer	20131011	20131011	01/2014	.com
Application & Systems Integration Services Secure B2B Transactions Assessment Offer	20131011	20131011	01/2014	.com
Application Development Services Overview	20131011	20131011	01/2014	.com
Application Development Services 2-Week Assessment Offer	20120302	20131011	01/2014	.com
Business Intelligence Services Overview	20131011	20131011	01/2014	.com
Business Intelligence From Information To Insight Tri-Fold	20131011	20131011	01/2014	.com
Cloud Computing Services Overview	20131011	20131011	01/2014	.com
CRM Services Overview	20131011	20131011	01/2014	.com
Enterprise Collaboration Services Overview	20131011	20131011	01/2014	.com
Enterprise Collaboration Services 2-Week Assessment Offer	20120302	20131011	01/2014	.com
Enterprise Collaboration Collaboration At Every Turn Brochure	20131011	20131011	01/2014	.com
Enterprise Collaboration So Many Ways To Share Tri-Fold	20131011	20131011	01/2014	.com
Enterprise Mobility Services Overview	20131011	20131011	01/2014	.com
Managed Services for the Business Descinsion Maker	20131011	20131011	01/2014	.com
Managed Services for the Technology Professional	20131011	20131011	01/2014	.com
Additional Services				
Quality Assurance Services Overview	20131011	20131011	01/2014	.com
User Experience Services Overview	20131011	20131011	01/2014	.com
Products				
Empowering the Enterprise With Secure Workflow Collaboration Tri-Fold	20131011	20131011	01/2014	.com
The Simple Solution to Complex Integration Challenges Tri-Fold	20131011	20131011	01/2014	.com
Solutions				
The Right Data...Right Now Brochure	20131011	20131011	01/2014	.com
Other				
A New Perspective on Enterprise Modernization Tri-Fold	20131011	20131011	01/2014	.com
A New Perspective On Healthcare IT Tri-Fold	20131011	20131011	01/2014	.com

Meet With The Sales Team

Once you've assessed the team, figured out who is who, and know exactly what collateral pieces you have to offer them, it will be time to actually sit down with the reps to learn from them, show them what they have to work with today, and work with them to ensure you are providing the collateral pieces they actually need.

You'll want to meet with your million-dollar reps first – the folks that don't actually use your collateral at all to make those big sales. You want to involve them in assessing the messaging and voice of your collateral. Ask them what works – ask them about the conversations they have with prospects and the features or selling points that land them their biggest deals. Like I said, they will never use your collateral, but your collateral definitely should include the business challenges, the solutions, features and selling points these sales whales use to close their deals. Take the time to meet with these reps – buy them lunch – hell, buy them a drink or two – and be sure you are taking lots of notes. They will give you the insight you need to know the best way to pique the interest of your company's prospects with your collateral.

The mid-level number grinder is who you want to help the most. These are the folks that will be your champion when the executive team decides they want to assess the actual value marketing brings to the organization. Your million-dollar rep will say, "Yeah, I don't use the collateral at all," but the mid-level folks are the ones who will say they couldn't make a sale without your help. That is, provided you actually help them.

Just like with the million-dollar reps, sit down with your mid-level sales folks and find out what resources they need. Find out what resources they wish they had when they are on a sales call or are knee-deep in prospecting. Write out their wish list and then use the messaging and selling points you learned from the top reps to create collateral pieces the rest of the sales team can actually – and will actually – use.

Start off by going over the existing pieces with them and where those pieces can be found. Chances are, no matter how complete and useful your inventory list, or how easy all of your collateral is to find, there are going to be reps who wish they had a piece but don't know it actually already exists, or who are simply not using the collateral because they don't know where to find it. Take the time to

Meet With The Sales Team

show them what's out there, show them where it can be found, and to determine what pieces they need that do not exist yet.

And lastly, sit down with the new kids on the block. They will be able to let you know exactly what someone brand new to the industry or brand new to the company feels they need to succeed. Remember that we are all in this together and helping to shape these newer sales folks can lead to big rewards down the line, especially when they credit the collateral you've provided as one of the resources they use to succeed. Take the time to listen to their needs and find out what you can do to help provide them with resources. Be mindful of the fact that your years of expertise and experience can sometimes keep you from forming a truly clear understanding of not only what these newer sales reps need to learn in order to sell the product, but what a just-as-novice customer may need to read in your collateral in order to buy.



Create A Plan Based On Your Findings

Once you have met with as many sales team members as possible, it is time for you to put the knowledge you've gained to good use. The best place to start is with a plan. At this point, you should have a thorough understanding of the collateral you already have, which of those pieces are actually used by the sales team, and more importantly, which are not. Keep in mind that if the sales team is not using your collateral, it is not out of spite – it is not some personal vendetta – it is simply that the collateral is not useful to them for some reason. It is our job as marketers to gain an understanding of what that reason is, then provide them with collateral that is actually useful.

At this point, the best way to continue the process of providing the sales team with collateral they are actually going to use is to create a plan that has specific timelines for each piece and allows for adequate time to draft, review and revise content multiple times. Often times, a spreadsheet similar to your collateral inventory will be sufficient. If you work in a large organization, you may want to make your plan visible to others to provide transparency into progress and further involve them in the collateral creation process. When building out your plan, be sure to prioritize the pieces you feel can be of the most use to the largest portion of the sales team.

Be sure to list out which team members are involved in the creation of each piece. This will foster ownership and involvement in the process as well as increase the odds the collateral will be used by the sales team once it is complete. Also be sure to involve your million-dollar reps in the review process. Again, while they might not actually be the ones using the pieces, their industry and customer insights are invaluable when it comes to ensuring your collateral is going to speak to prospects and be useful to all of the other reps.



Create A Plan Based On Your Findings

Through meeting with the sales team, you are also going to find that some reps will not see the value in meeting with you or helping out with the collateral creation process. Conversely, you'll find that some are very much onboard with the process and its potential to create real value and increase sales. Embrace the reps that are willing to help. I'm not saying to simply brush aside the ones who aren't, but do take the time to understand who is willing to help and be sure to spend more time working with them.

By involving every rep you can, concentrating your efforts on the ones who are willing to help, building a plan that is visible to the stakeholders in the project, prioritizing the pieces that will have the biggest impact and then following your plan, you will soon be ready to start publishing new and revised collateral that has a great chance of actually getting used by your sales team.



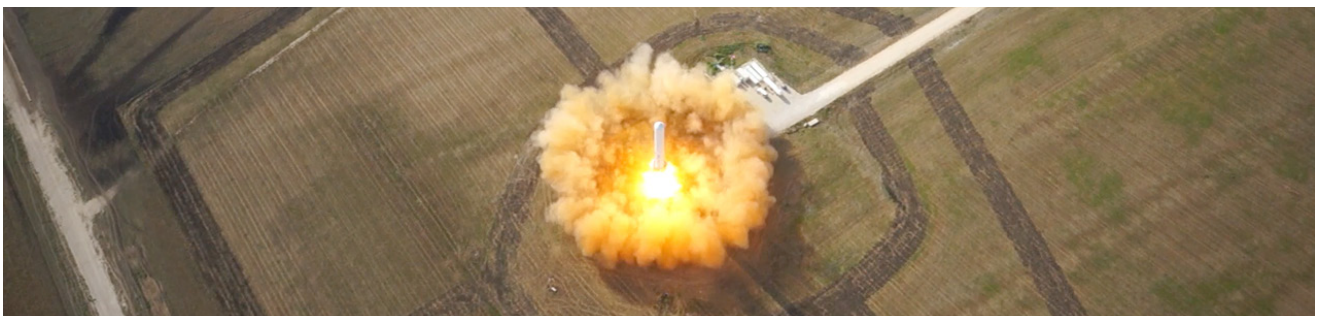
Launching Your New & Revised Collateral

Once you have collateral pieces that are ready to be released, you need to make sure you don't make the typical churn-and-burn mistake of simply finishing the piece and moving on to the next one. You want to take the time to release the new piece in a way that gets it noticed, puts it on a path to being used, and most importantly, lets every sales rep and other team member throughout the organization know that it is complete and ready to be used.

To do this, build out a release process that you will follow for each new collateral piece. You want to send the new piece out to all relevant team members within your organization along with an explanation of why it was created and who was involved in its creation. Be sure to send your notifications out to the team using as many different methods as possible - send an email, post it to any internal forums, social platforms or shared resources that you know are used throughout the organization.

You might want to send out your notification more than just once, especially if your organization is large. Try to make sure that the notifications are not coming just from you, but try to get the sales reps that have been receptive to helping your collateral efforts post the new pieces to the internal resources they use as well.

You may also want to establish a regular cadence of re-announcing pieces of collateral at regular intervals. Growing companies are continually adding reps so you can't simply announce a collateral piece once and expect everyone to know about it. You might want to consider re-announcing your most important pieces quarterly. You will need to customize this regimen to your particular organization, but just keep in mind you want to find a balance between keeping people informed of new and existing collateral pieces and NOT inundating them with so many collateral announcements that they start to ignore them.



Get Lots Of Feedback

Be sure that you never release a piece of collateral out into the wild and then fail to check on its progress. You will want to check in with all of your reps and see how the collateral is benefiting them. Refine the collateral as necessary. You will find that some parts of certain pieces are well received while others are not. Some entire pieces, while seeming to be direly needed during the assessment phase, will fall completely flat in the actual implementation stage. The most important thing to keep in mind is that marketers and the materials we create must be dynamic and continually open to change.

Set up a regular review schedule with the sales team as a follow up to your initial meetings and the implementation of new collateral pieces. This will give you a chance to openly assess how your collateral is performing. You will also find that the use of the collateral you have created with the help of the sales team will prompt their need for further pieces. If you've done your assessment correctly, their gears will be turning and you'll start to notice an amazing thing – sales reps coming up to you directly to ask for the resources they need.

If your sales team has a regularly scheduled team meeting, ask the sales leadership for a quick few minutes at all or some of those meetings to present the team with the latest collateral pieces and ask for feedback on existing pieces. This will not only show the sales leadership that you are serious about helping their team succeed, but also help raise the profile of the value marketing brings to the organization – something that if you've worked in marketing for any period of time, you know we always need.



In Conclusion

I hope this guide provides you with a roadmap for getting your sales team to actually use the marketing collateral your team creates. Remember, this is just a guide and it is important for you to adjust the methods I've laid out here to fit the specific needs of your company and its team members. Also remember, no matter how challenging it might be, we as marketers need to take the time to involve the sales team in the collateral creation process. They are not just colleagues, but in fact, should be our internal customers. We should give their needs and their methods just as much consideration when creating sales tools as we do the end customer who is going to make the purchase. Good hunting, my friends.

fraud is and how it differs from abuse. Insurer's Ombudsman defines abuse as "the wrong way" while it defines fraud as "intentional deceit." Clearly, the difference between fraud and abuse is that fraud is intentional and abuse is unintentional.

So, once you suspect that fraud is occurring, what do you do? If you suspect fraud, you have to prove that your injured employee is intentionally deceiving you and your insurance company for personal gain. If your employee is merely abusing the workers' compensation system it will be difficult to charge your injured employee with fraud in court. So, how do you prove it is fraud and not abuse? You have to be diligent in your injury investigations and ask the right questions. If you are suspicious that an employee is committing fraud, it is imperative that you ask questions that will help you to prove deceit. You have to catch them in a lie.

Here's an example:
A year ago, your employee injured their back lifting a box at your facility. It is a soft tissue injury and therefore it is difficult to tell the extent of the injury other than the insurer's description of their pain. You suspect they are malingering, that they have recovered from the injury months ago but are prolonging the injury in order to continue to receive benefits. Merely suspecting that they are malingering

are unable to perform in a direct result of their injury. This will help the investigator possibly type your injured worker engaging in those activities, thus proving deceit.

Step 3- Find out when your employee's next doctor appointment is. Have the investigator perform surveillance on the day of the appointment, both before and after the appointment. Review the doctor's report against the surveillance tape. Did the employee tell the doctor that they cannot lift more than 10 pounds? Did the doctor record the employee from lifting more than 10 pounds? Does the surveillance tape on the day of the appointment show the employee repeatedly lifting their 10-pound toddler?

Always be sure to work with your insurance company and your investigator to help combat fraud. There are no guarantees that even the most diligent investigation will reveal fraud, however playing an active part in the investigation will increase your ability to protect your company and its interests.

LKM Consulting is a business consulting firm that focuses on human resources and workers' compensation cost control. For more information, contact LKM Consulting (949) 215-3864.

CHANNEL CONTROL
Press the top part to change a channel with a higher number. Press the bottom part to change to a channel with a lower number.

LIGHT BUTTON
Use to illuminate select buttons on the remote control for low-visibility viewing.

ENTER/RECALL
Select a channel number or menu item, including PIP and split TV screens.

CANCEL
Clear a channel program listed in Parental/Filter memory (clear the settings of some on-screen locks).

WOLFE
Enter/Exit the On-Screen Guide with the convenient press of a button.

ADJUST BUTTONS
Navigate within the on-screen menu. Adjust menu on screen. Press the Return/Power (P) button on the screen and select items in the menu.

Press the top part to increase the volume and the bottom part to decrease the volume.

MUTE
Turn on-screen volume on or off. Press the top part to increase volume and the bottom part to decrease volume.

HOME
Go to the home screen and return to the menu.

MENU
Display the on-screen TV menu system, which contains additional functions for special features.

INFO
Display on-screen summary of the current program and any available information available (including current PIP information).

GUIDE
Display the on-screen program guide of some cable boxes and satellite receivers.

people connect and share information in the work place.



CASE STUDY
on Man Technologies, Inc.

12th Man Technologies, Inc.

THE BENEFITS
Neudesic's expertise in cloud, mobility, connected systems, UX design, custom application development and more helped 12th Man Technologies achieve its vision for an easy-to-use device that helps carriers get the support they need from their fleet and can grow without relying on their independent dealers. It's another example of how Neudesic solutions help make life easier. Below are some of the features and benefits of the innovative CamConnect system.

Easy-to-use interface
• On-board appointment interface
• On-board inspection interface and alerts
• Call Me one-touch (SMS) text messaging
• On-board Trip Advisor
• Built-in camera, microphone, speakers and headphone jack
• Wireless device connected through system and Wi-Fi
• Remote access with the touch of a button

Digital Photo Frame
When not in use, the CamConnect device automatically works through up to 5,000 photos already purchased and stored in a USB memory drive (included). It also can display messages and weather information.

Bring home the best of both worlds
Enables family and health care professionals to monitor and manage patient care from the road. CamConnect enables, at any time, to view photos with a simple touch of a button. "See how?" answers to questions.

Application Development Overcomes Unique Challenges

Expand Your Market Share with Custom Solutions That Set Your Company Apart



Consulting | Technology | Software

The Agile Marketing Method

Using The Values And Principles Of The Agile Software Development Methodology To Improve Marketing

William L. Savastano



williamsavastano.com

Outfitting Columbia Sportswear For Today and Tomorrow

Since 1982, the story of changing market conditions and support from growth. Columbia Sportswear has been a leader in the industry in addressing business analysis and reporting.

Columbia partnered with Neudesic to design an adaptable and scalable conceptualized architecture solution. Neudesic's SaaS, Server, Analytics and Reporting Services, and PerformanceAnalytics Services. The result is a powerful, scalable, and adaptable architecture that supports Columbia's SaaS business processes, gives Columbia's clients access to valuable analytics and insights that provide comprehensive visibility into operational and financial information.

Neudesic's Columbia Sportswear insight into customer data, so they can create a more personalized experience with their clients. Neudesic and Columbia Sportswear are now working together to create a more personalized experience with their clients.

For information about Neudesic services, solutions and address products, contact Tom Collier at 303.284.8021 or tomlcollier@neudesic.com.

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Neudesic is the leading technology partner in business innovation, delivering impactful business results to clients through leading edge technologies, innovative solutions and strategic alliances. Founded in 2002 and headquartered in Irvine, California, Neudesic is a privately held company, serving clients globally from offices across the United States. For more information, visit www.neudesic.com.

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Mapping the shortest path to a successful business intelligence solution



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Empowering the End User With Secure Workflow Collaboration



64 Pulse is a great website that enables us to communicate, collaborate and recognize achievements in ways that were

Empowering the End User With Secure Workflow Collaboration



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William L. Savastano is a business professional and two time Society for Technical Communication Award Winner with over two decades of experience in the corporate arena. William trained extensively in advertising and marketing copywriting, technical writing, journalism, and both print and electronic publishing. William's body of work includes a large volume of marketing content, collateral materials, websites, operating manuals, technical manuals, as well as inclusion in national publications and a number of published poems and short stories.

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