



## Powerful customer referencing...

Most organisations need to show a successful track record to get the attention of prospects and differentiate themselves from their competitors. You can claim to have worked with any number of customers, but having the customer describe their experience and the value they've received is considerably more powerful.

HN can help you to identify and harvest the advocacy that's embedded within your existing customer relationships. We'll present it in a way that's aligned with your buyer's need for information at different stages of their decision-making process. We'll also gather information about how the deal was won and create a version of the story that coaches your sales teams to adopt repeatable best practices.

## Our six step process

We provide six service modules that, together, provide an end-to-end customer reference programme that supports your sales activity. This modular approach also lets you tailor the programme to deliver precisely the capabilities you need.



## What you get

- Engagement and team building across your organisation
- Expert pipeline creation and development
- Enthusiastic storytelling aligned to your sales objectives
- Valuable insight to inform sales and communication strategies
- Hardworking reference assets that are accessible to your customers, channel partners and sales teams

- We'll work with your customer facing teams and tap into systems across the business to identify stories with the potential to convey your core capabilities and the tangible benefits you deliver. The secret to driving a successful reference programme is to always be recruiting new opportunities into your pipeline.
- We'll qualify these opportunities, selecting those that best support your sales objectives to move forward with. We'll then nurture and manage this pipeline to generate a portfolio of powerful referencable stories that will open more doors and accelerate the sales process for you.
- We'll capture the story through a series of interviews with your account managers and customers to get the story in their words. We'll help you select the most compelling format to tell the story in all its richness. Perhaps you want video footage to whet the appetite of website visitors, a presentation to support a speaking engagement or a detailed narrative to attach to a bid submission.
- We'll manage the approval process and gain permission from the interviewees for you to use the story in a variety of situations. Using our online dashboard, you can track the progress of any opportunity through the pipeline and watch your portfolio of powerful customer reference stories grow.
- We'll create a repository of valuable reference assets that can be selected, perhaps by geography, language, sector or the solution sold so you can find precisely the right story to support each sales scenario. This repository can also record which of your strongest advocates would be willing to speak at a conference or host a visit.
- We'll help you build momentum for the programme with internal and customer-facing communication to build excitement and keep new nominations rolling in.

For two decades, HN has been creating persuasive, customer-centric communication that truly supports our customers' sales cycle. With more than 1,000 reference assets under our belts, our approach gets results. Here's what some of the senior marketing managers we work with say about us:

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*HN was able to extract information effectively from time-poor executives and deliver an award-winning write up.*

“

*The friendly and helpful team at HN never fail to deliver and are a pleasure to work with.*

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*Aligning the deliverables with our messaging means HN tells a consistent and meaningful story.*

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*It's refreshing to collaborate with people who 'get it' in a way that lots of other agencies really don't.*

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*Everyone at HN has a passion for doing the best job, and they're very pragmatic and flexible about how to do that.*

## It's all about supporting sales

We know that the purpose of any reference story is to support sales. Consequently, we weave a persuasive selling argument through every story we create, using your customer's words to make your business proposition real and tangible.

We are inquisitive and know the questions to ask to get people talking. We use local, native speakers, which is always a help when it comes to keeping a conversation rolling. And because we know your industry and are familiar with the technology, we can quickly grasp the heart of the matter and the elements that will turn a particular scenario into a great story.

We drive value out of every touch point in the process by gathering insight – into the customer's needs and drivers; into the sales strategy that won the deal. We don't let this lie on the cutting room floor but can package it into valuable guides for your sales teams, priming them to have more meaningful conversations with prospects and successfully close more business.

We make sure that the testimony of your customers is more than fancy rhetoric; we make sure it can be harnessed – accessed and used – to drive the sales process harder, at the front end with SEO-ed summaries and titbit videos to grab attention, through to deep-dive case studies and presentations that prove the business case and your credentials.



## What makes us different

- We focus on sales support communication
- We ask insightful questions to get to the heart of issues
- We engage with people in their local language, which always helps to get people talking
- We craft stories that people want to engage with, infused with the logic of your sales proposition
- We're passionate about quality and doing a great job for our customers
- We diligently deliver on our promises

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