

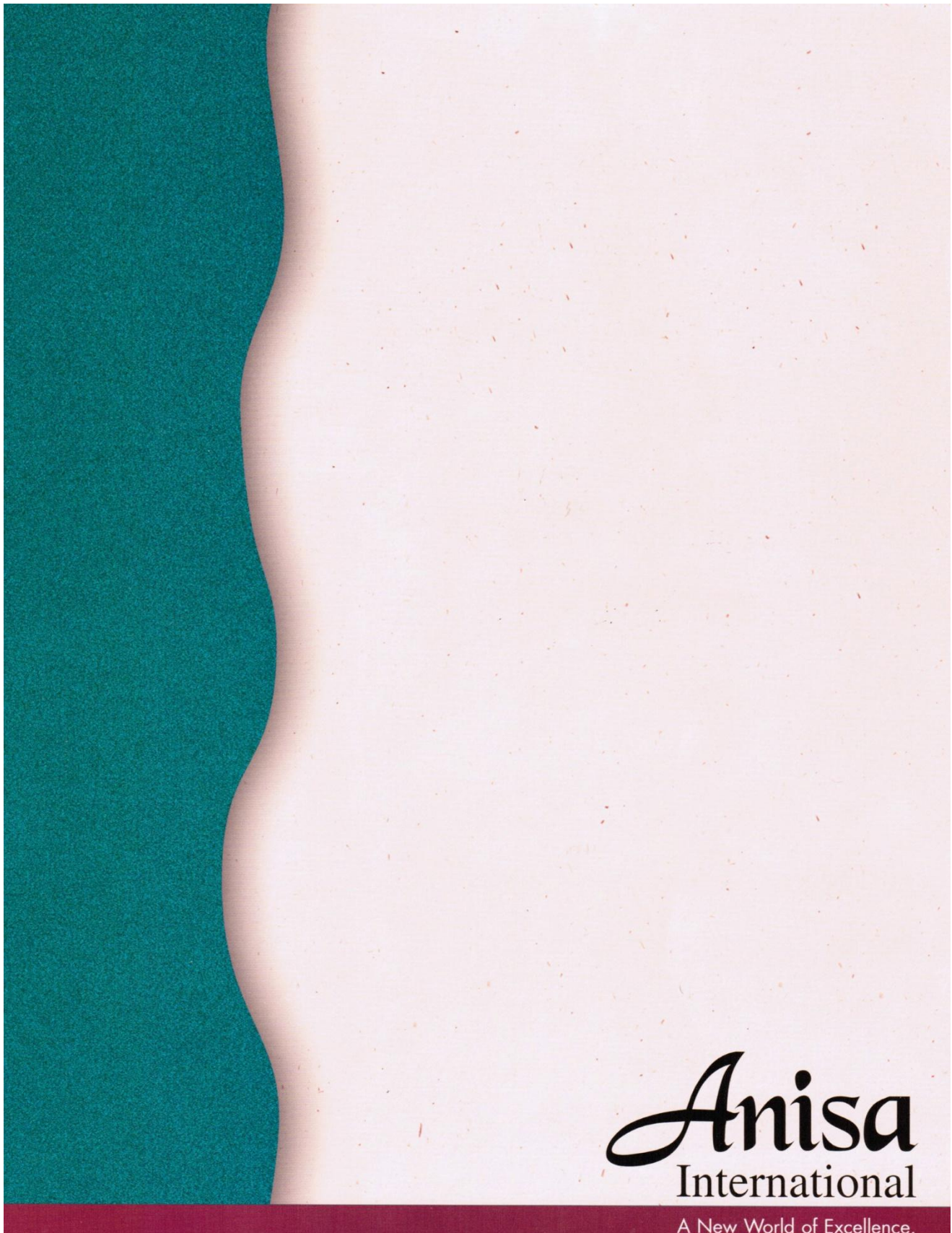


**To get prospects to pay attention** to your offering, show them you understand their world. Versus just talking about yourself, your company and what you sell. Here are a few examples (4 samples of 2 pages each) of getting into a client's world.

In creating these pieces for my clients, my goal was to let the reader (prospect) know that my client understood their challenges, making them more receptive to hearing about my client's offering.

**This company creates – among other things –** the customized gift baskets of samples and accessories that makeup departments of stores like Macy’s give away as a purchase bonus.

The audience was the buyers of these products – one of whom I suggested interviewing to better understand their day-to-day reality. What I learned went into the first two paragraphs below, in order to catch the attention of others like them.





# We Know Your World...

## Now Come Discover Ours.

### *An Intimate Understanding*

When it comes to selecting a product vendor you have high expectations. At Anisa International, we know that. You also have endless meetings, reports and deadlines accompanying the constant pressure from many different directions to deliver new ideas, new products and the next "winner"—*and* on-time, on-target, and on-budget.



### *Uncommon Reliability*

"With Anisa, I can place an order and not worry about it. Great follow-up and great follow-through. I don't have time to babysit orders and with AI, I never have to."

Sandy Sullivan  
*Purchasing Manager for Components*  
BeautiControl Cosmetics  
Carrollton, TX

What you don't have a lot of is time to waste, patience for problems, or margin for error. Because we understand your day-to-day realities, we know that you look for a company that will do whatever it takes to earn and keep your business. We've built our business and our reputation through competitive prices, rock-solid reliability, a "can-do" attitude. Not to mention a commitment to constant communication throughout the order process and prompt problem resolution. The long-term trust and loyalty of our customers speaks eloquently of our performance.

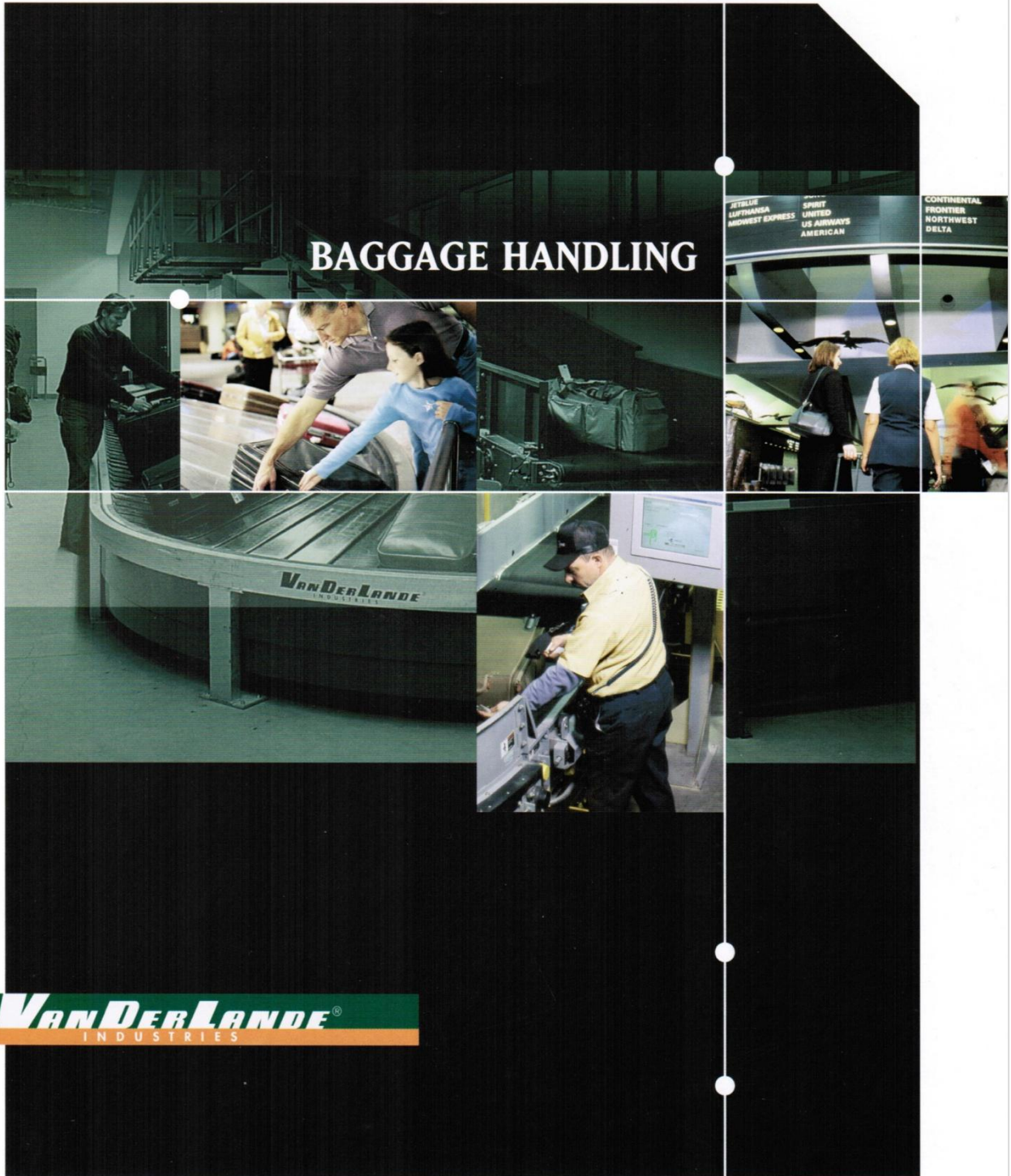
### *Contacts and Control in Asia*

China. Hong Kong. India. Indonesia. Korea. The richest and most fertile source for the products and manufacturing processes you need to compete successfully in your industry. Through our many, varied, and exclusive supply contacts, we're your passport to the kind of ambitious results you expect and require.





A capabilities piece for **Vanderlande Industries**, manufacturer of baggage-handling systems. Rather than going on and on about the company, the first two paragraphs below let prospects (airport managers) know that Vanderlande understands the challenges they face in this arena. An “understood” prospect is a more receptive one.



## Confidence Earned

**Airport: Chicago O'Hare International**

**Project: Integrate explosive detection systems (EDS) into existing system. Speed up existing main sort lines.**

When it came to installing inline baggage screening systems at Chicago O'Hare Airport – one of the two busiest airports in the U.S. – United Airlines put their trust and confidence in Vanderlande, awarding them the project in January 2004.



Vanderlande will implement baggage conveyor hardware and controls for all outbound bags in United Airlines' main hub in Terminal One. Approximately 6400 feet of conveyor and associated equipment will be integrated into the terminal's existing baggage handling system while the existing main sort lines will be sped up and upgraded.

## DELIVERING CERTAINTY

**A**n airport baggage handling system. *Your* airport's baggage handling system. A vast and complex undertaking. One that demands a solution addressing the issues that matter most: cost, throughput, security, reliability, ongoing life cycle costs and changing system demands. So many details to consider. So many potential pitfalls. So much uncertainty. Until now...

What if you just *knew* your hold baggage screening installation would be done right – on time, on budget and with no surprises? Not just because the company told you so, but because their international reputation preceded them. A reputation built on over 500 successful baggage handling systems – spanning the globe *and* the gamut of project scenarios, circumstances, timetables and challenges. And with project price tags ranging from half a million to half a billion dollars and everything in between.



**When I asked who the audience was** for this capabilities piece for TeleVox (doctor-patient communications software), my client said doctors. Yet, a little more digging revealed that it was office managers (OM) who'd be far more likely to see it first (and would be the biggest beneficiaries of the product). Only if they liked it would it then be passed on to the doctor for the buying decision.

I was able to speak to an OM, discovered what their daily challenges were, and then simply outlined all that in the copy below, in order to speak to other OM's.



*Better Software. Better Patient Communications.*

TeleVox® | HIGH TECH HUMAN TOUCH



**YOU HAVE A SIMPLE JOB, RIGHT?** Sure. Let's see... just increase practice revenues, decrease no-shows, reduce front-office workload and boost overall administrative efficiency. Oh, and build stronger relationships with patients. For starters.

Well, imagine products that have been proven to do all that, while enjoying a 98 percent "thumbs-up" from patients and a remarkably high client referral rate. All from a company with a legendary industry reputation for customer service. Simply put, a company and product line with a mission to make your life easier and make you look good. Might be worth a look.

**TeleVox®**

**First inside page of a catalog for Rainey**, manufacturer of compression garments — post-op apparel following elective surgery. Like the other examples earlier, in the paragraph below, I spoke first to what mattered to the audience (the actual doctors, in this case), along with the consequences of going with the wrong provider.

After establishing that Rainey understood their world, the piece offered up the ultimate benefit for the prospect — a stronger, more successful practice.





rainey

contents	page
Women's High Back Compression	3-5
Women's Mid-Body Compression	6-9
Women's Lower Body Compression	10-13
Consultation Wear	14-15
Facial Wear	16-17
Breast Wear	18-19
Boleros	20
Arm Compression Sleeves	21
Women's Combination Kits	22-27
Men's Full Body Compression	28
Men's Mid-Body Compression	28-29
Men's Compression Vest	29
Abdominal Binders	29
Order Form	30
Sizing Chart	33

Surgery takes several hours. Recovery can often mean several weeks. Choose the wrong compression garments, and who ultimately takes the heat? You. And your practice. **The solution?** Rainey Compression Essentials. With Rainey, you'll get products that support your work, drive a far smoother patient post-op experience, and make you and your practice look very, very good.

compression

essentials