



**Win  
Core  
Customers**

***Put the Right Tool  
to Work for You***

## **Which Will Serve Your Customers Best, A White Paper Or A Case Study?**

A white paper or a case study can assist sales efforts by:

- Generating leads
- Establishing you as an authority on customer challenges
- Informing your prospect on the benefits of your product and service
- Acting as a guide to the solution
- Persuading your prospects of the value of your offer

### ***A white paper is a good investment if:***

1. You sell a complex product or service
2. Your sales cycle is long
3. Your offer is a substantial investment
4. Your benefits are unique to the marketplace

### ***A white paper is the right communication tool***

*If your objective is to:*

- Establish market leadership
- Demonstrate your expertise
- Earn credibility
- Communicate your achievements

*And your communication goals include:*

- Establishing your expertise
- Describing your solution
- Highlighting why your solution is the best one
- Creating interest and building relationships

### ***A case study is a good investment if:***

1. You sell a product or service
2. Your sales cycle is short
3. Your offer is constantly upgraded
4. Your offer provides numerous usage benefits

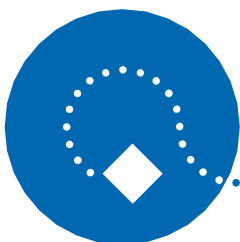
### ***A case study is the right communication tool***

*If your objective is to:*

- Highlight usage benefits
- Reveal testimonials
- Establish trust
- Communicate your value

*And your communication goals include:*

- Identifying with customers
- Generating publicity
- Highlighting unique benefits
- Establishing a two-way communication



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