

Reference Programs

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In short order, we can kick off your customer reference project or program and take it to the next level, executing on the full spectrum of reference activities, including customer interviews, success stories, reference calls, PR support, and more.

- Customer Interviews
- Success Stories
- Quotes and Logos
- Public Relations and Industry Analyst Support
- Launch Support
- Telereference Calls
- Sales Reference Database and Search Application
- Investor Relations Support
- Database Creation, Maintenance, and Reporting
- Training
- Assessment and Recommendations

Customer Interviews

We'll create your interview questionnaire working with your sales and marketing team, conduct interviews, and provide summaries.

Success Stories

We'll seek approval from your customers to publish success stories. From there, we'll write the stories or provide direction and edits to your in-house writers. We'll seek final approval from your customers.

Quotes and Logos

Looking to infuse your website or other marketing materials with customer quotes and logos? We'll work with your customers, drafting quotes and seeking approvals.

Public Relations and Industry Analyst Support

It takes concerted time and discipline to secure customers to speak with the media and analysts. We'll work with your PR and industry analyst relations groups to secure customer stories and interviews.

Launch Support

Launching a new product or version? We'll help you secure customers who can support the cause, providing quotes in press releases and briefings with media and industry analysts.

Telereference Conference Calls

One-on-one reference calls are time consuming to arrange. We help you execute on telereference calls, which save you, your most popular customer references, and sales time, while providing prospective customers with forums for listening to and questioning customers in a group forum.

Sales Reference Database and Search Application

If you need to provide customer references but don't have customer information readily accessible, we can help build a sales reference database and search application.

Investor Relations Support

Are you a publicly-traded company? If so, you know the need to provide financial analysts with customer references - on your quarterly earnings calls or one-on-one. We work with your customers to secure stories your CEO can use on the earnings call and in the press release.

Database Creation, Maintenance, and Reporting

Leverage your customer reference program or project by keeping track of your communications, permissions, and deliverables. We'll help you with this process.

Training

Interested in outsourcing your reference program to us? No problem. Looking to bring that expertise in-house? We'd be happy to train your marketing team and/or jump-start a reference program or project and transfer it to your team.

Assessment and Recommendations

Need input on where you're at and where you should be? We'll provide an inventory of your reference activities, let you

know how you compare to your peers, and recommend the next reference steps.

Looking for something not included above? Let us know what it is, and we'll let you know if we can meet your needs. Contact us.