
Apropos Customer Success Stories for IT

Close More Sales by Demonstrating the Business Value of Your IT Solutions!

Appeal to Business Managers and Executives

An Apropos Customer Success Story tells an engaging, true story about how your IT solution solved a customer's business problem. By emphasizing business value, it appeals to the managers and executives who approve major IT purchases. These decision makers are often less concerned about technical features, but want to understand how your IT solution can lower costs, increase employee productivity and make their businesses more competitive.

An Apropos Customer Success Story makes the case for how your IT solution delivers value to a business!

Apropos Customer Success Stories

Apropos offers a service for writing high-quality customer success stories for computer resellers, systems integrators and IT vendors:

- We interview your sales staff and customer to learn the details surrounding the purchase.
- We write an engaging and descriptive narrative about the challenges your customer faced, why they chose your IT solution and how it benefited them from business and technical perspectives.
- You have opportunities to review and provide feedback.

The final result is a before-and-after picture that highlights your customer's challenge and how your solution saved the day! The story length is one to three pages (your choice), either text only or in a brochure format with your company's logo and contact information. You may distribute it electronically, such as by Internet or e-mail, or print hard copies for your sales and marketing efforts.

Enhance Your Sales Efforts

Using Apropos Customer Success Stories in your sales and marketing efforts will help you:

- Demonstrate the business value of your IT solutions
- Appeal to less-technical managers and decision makers
- Build credibility
- Sell strategic solutions – beyond products and features
- Close sales more quickly

Why Apropos

Our writing is high-quality and engaging and describes technology in business-relevant terms. The editor Mike Fisch has 12+ years of experience as a marketing professional and technologist in the computer industry. He has written hundreds of reports about technology trends and products and provided marketing consulting to clients such as EMC, IBM and Hitachi Data Systems. He has also been quoted in top IT publications such as *Computerworld* and *InformationWeek*.

"Thanks for project managing this and getting a great looking case study finished for us."

**- Jon Johnson, Executive Director of Marketing,
CRU-DataPort**

"Thanks... that reads very well!"

- Mark Stevenson, Datastor Australia

Put Apropos Customer Success Stories to work for you – contact us today!

About Apropos

Apropos is a marketing services firm based in Boise, Idaho, that helps businesses grow through smart, cost-effective marketing.

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