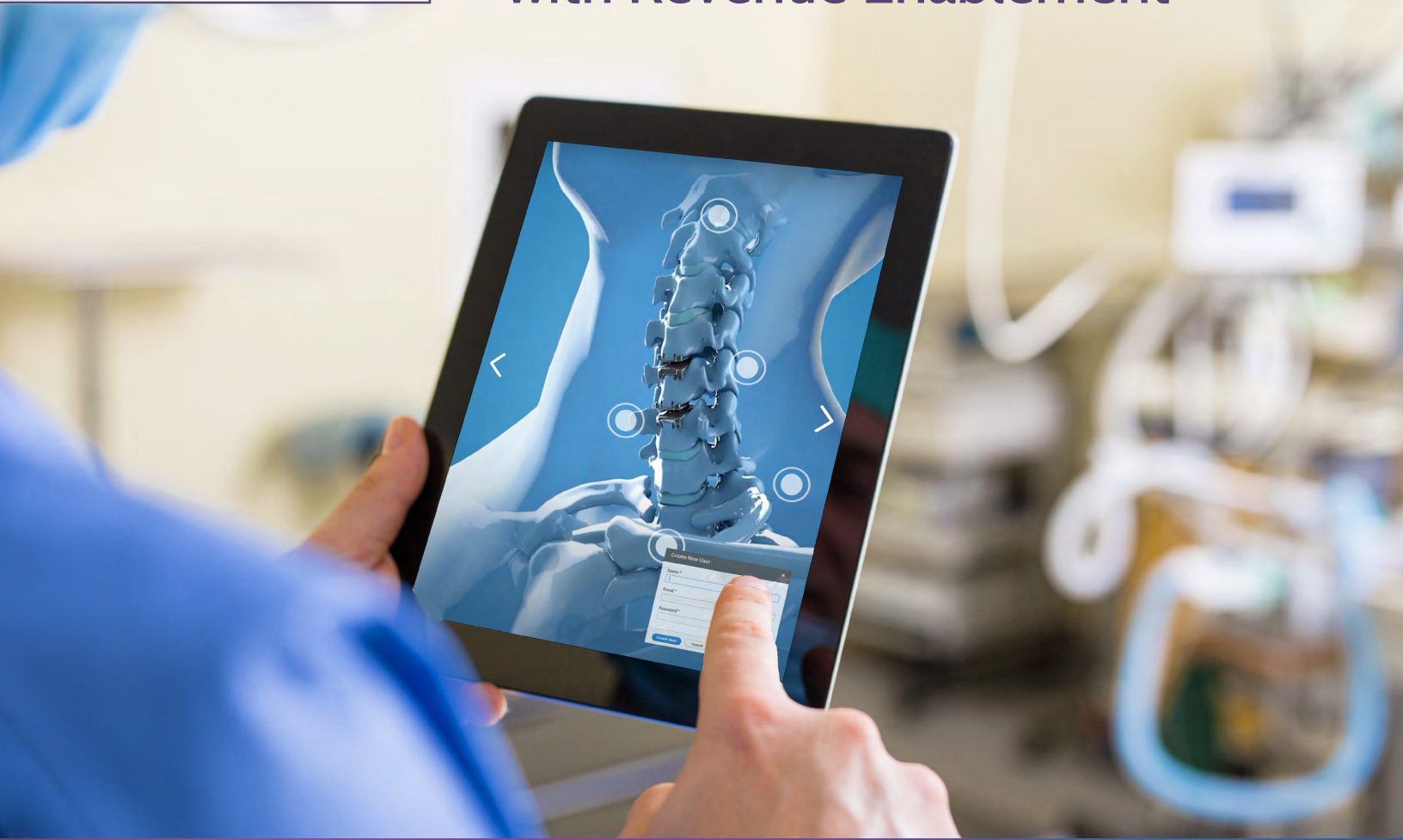


peopleproductions

Combining Powerful Marketing with Revenue Enablement



People Productions has unique approaches to help you get the most out of your digital sales tools. We can work with you to create full marketing campaigns or design your communications strategy. We can also dive right into creating a new video or app to support your product launch. Together we will review the different types of content, along with estimated budgets and timelines, to create new material to entice your clients and excite your sales team.

We Work With a lot of Great Companies...

Alcon®

amazon.com™

BAIRD

BlueCross
BlueShield

Boulder
Community
Health

Genentech

Level(3)
COMMUNICATIONS

LOCKHEED MARTIN

Marriott

Medtronic

OLYMPUS®

Roche

UnitedHealthcare®

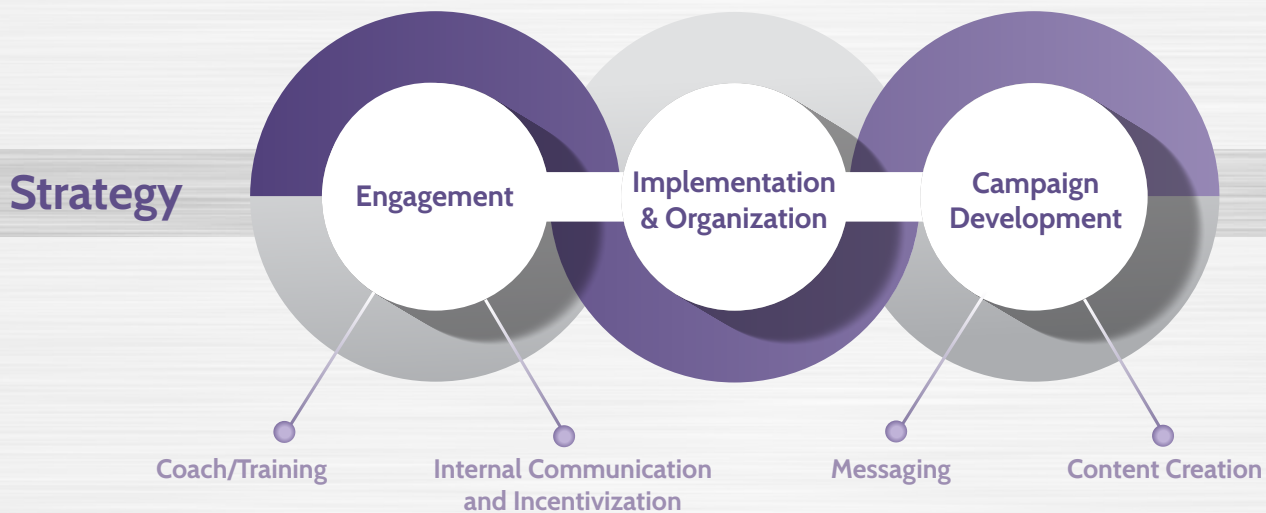
WHOLE
FOODS
MARKET

cisco

PHILLIPS
66

Your Partners in Sales Enablement Strategy

We Specialize in Finding Solutions and Tools to Accelerate Sales Opportunities.



Establishing new sales enablement tools or updating existing sales tools can be a brilliant way to increase engagement with your team and ensure you have the right content for every stage of the buyer's journey. We have extensive experience helping clients understand how and why to leverage sales enablement platforms to hit business goals.

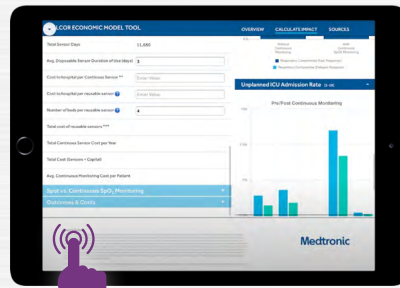
Set a Strong Foundation with Enablement Strategy and Planning

- Create new campaigns designed for digital delivery
- Map content to your client's buyer journey
- Refresh old collateral with our content audit



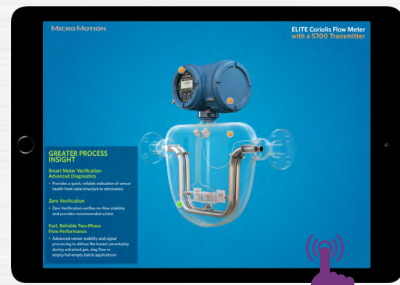
Apps for Sales Platforms and the Web

Timeframe: 4 months +/-



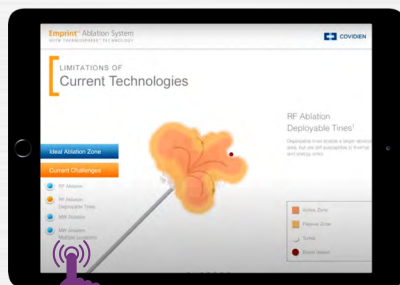
ROI Calculator

- Upgrade your spreadsheet calculators with engaging interactivity, customer-facing design
- Collect prospect information and provide a PDF designed for that customer with charts showing your value proposition
- ROI Calculators integrate with most sales enablement platforms and websites



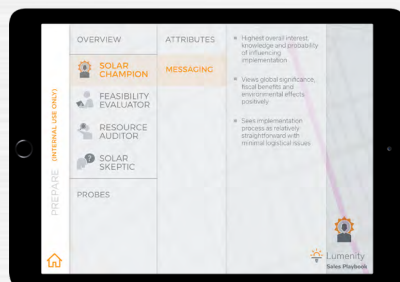
3D Product Spinner

- A 3D product animation rotates in all directions highlighting key messaging points and features
- This app can be developed using your CAD files or high res photos



Interactive Brochure

- A more robust brochure that explains your product or technology using interactive elements such as a navigation menu, embedded videos, links to assets and other advanced features



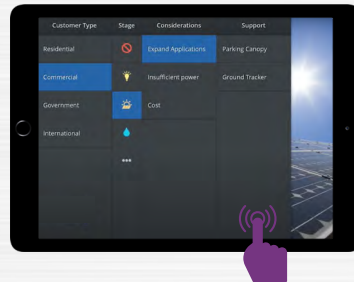
Sales Playbook App

- A Playbook helps sales reps present to new personas or targeted audiences
- Align sales teams and launch new products by streamlining messaging and answer pushbacks
- Build training and talk-tracks into the app



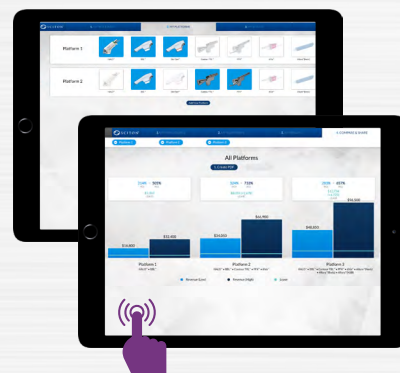
Apps for Sales Platforms and Web

Timeframe: 4 months +/-



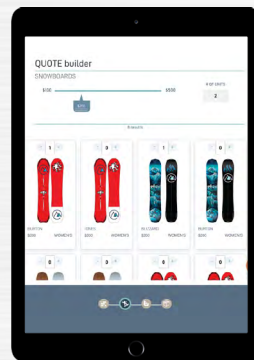
Competitive Strategy App

- Provides vital information to sales reps helping them to convince clients with a product's value proposition
- Responses can be based on persona



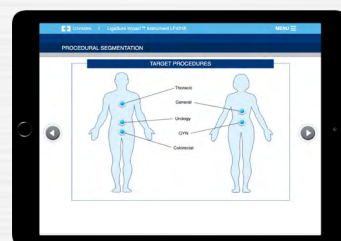
Product Configurator / Selector

- Quickly and easily configure product systems, consumables, and other add-ons to demonstrate the differences between product lines
- Delivers a report based on the information gathered during the client discussion



Proposal Builder

- Show products and create the customer quote and order
- Submit product orders directly from the app
- Integrate with your CRM to track the customer through the buying journey



LaunchBook (for Rep Training)

- An interactive version of your training process
- Replace dull PowerPoint decks to engage the rep with training on your product

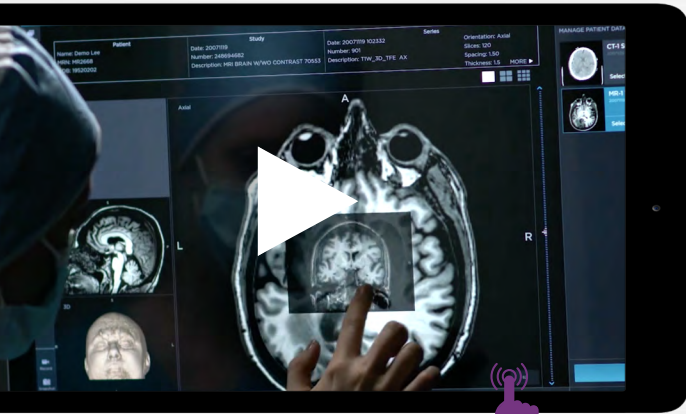


Video Production

Timeframe: 3 months +/-

Video and animation can bring your products and services to life.

Video can also be used on your website or social media as engaging informational or promotional content.



Marketing Video

- Less than 3 minutes
- Live action, interviews and / or 3D animation

Customer Success / Testimonial Video

- Less than 5 minutes
- Can include additional snippet blog post / social media versions of the video

In-Service Video

- 5-15 minutes of training
- Live demonstration or animated

Explainer Video

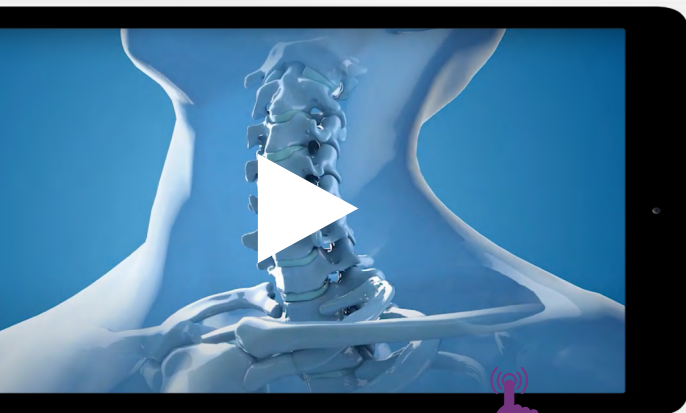
- An animated infographic style video that explains your technology

Mechanism of Action

- A high-end 3D animated version showing the chemistry in action

Photo / Video Shoots

- Product photography, lifestyle photography, products in use
- Can provide video or photos for all of your campaign uses
- Includes concepting and storyboarding, talent fees, set dressing





Digital Marketing and Print Material

Timeframe: 10 weeks +/-

Starting with a strong message is the foundation of all of our work. People Productions specializes in creating beautiful and concise marketing and sales materials.



peopleproductions

To get started, contact
info@peopleproductions.com
 303-449-6086

www.peopleproductions.com

Web Landing Pages

- We can follow provided templates or create new on-brand design comps with page copywriting

HTML Emails

- We can provide design comps, copywriting, and coding, following brand templates for your email campaign

Web / Social Media Banners

- Animated or still banners
- Multiple versions and sizes

Internal Sales Rep Engagement / Training Materials

- Engage reps with games, emails and other training materials to get them up to speed on your new product

Product Sell Sheet

- One page, front and back

Case Study / Testimonial

- Can vary in length and may include interactive elements

Quick Reference Card

- Usually a half-size sheet of paper, one or two cards front and back

Posters

- Posters can vary greatly in size and print material, content might include technical presentations, case studies or infographics

Trade Show Booth Graphics (excludes printing)

- Tradeshow both design from small setups to large multi-area displays; we design large graphics, print materials, videos, and even virtual reality experiences