

WriteWordForYou

Ann Deiterich

Script Sample

*Note: Actual company name and product have been generically replaced.*

“Imagine being able to tap into thousands of qualified leads as an ABC partner. Then imagine a place where ABC users around the world go to find solutions for their problems... the solutions that you provide.

“With the innovative ABC StoreFront, you will discover a powerful way to quickly and inexpensively develop a new channel for your solutions. While most sales models provide solutions and then look for prospects with corresponding problems, ABC StoreFront provides its community of users a place to discuss their problems first and then discover solutions... your solutions.

“ABC customers have a constant need to find new solutions that will enable their systems to meet challenging and changing business requirements.

“They want to find solutions that drive business innovation and deliver operational improvements to their organizations.

“They want to be able to determine whether a particular solution exists or if it needs to be developed.

“They want to know that they’ve found the right solution among all the possibilities.

“And finally, they want trustworthy information that supports their decision-making process.

“Customers are challenged to do all of this quickly and with certainty.  
With ABC StoreFront, customers can meet this challenge.

“ABC StoreFront is an online solution marketplace that brings together customers and partners who provide certified solutions. ABC StoreFront is *the* destination where these customers can quickly discover, evaluate, and buy certified ABC solutions like the ones you offer....”