

## OVERVIEW

Writing a sales proposal or marketing piece is very different from drafting a memo or penning the Great American Novel. Qvidian understands the unique nature of writing compelling, persuasive and client-focused documents, and our Content Services team helps our customers do the same.



## SERVICES

### Analyze Your Content

Qvidian helps you understand the strengths and weaknesses of your sales messaging and offers objective advice to improve your content.

### Train Your Team

We teach best practices to enhance your team's ability to write compelling, persuasive sales content.

### Create Your Repository

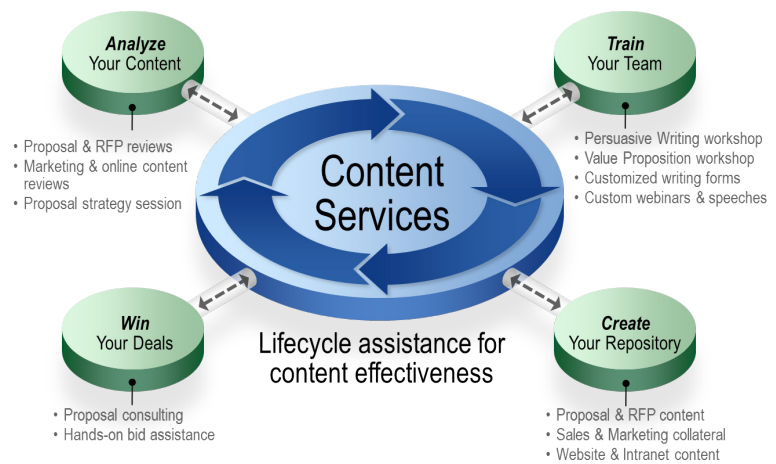
Our writers help you develop your content repositories. We do it from a reader's perspective...we do it with consistent voice...and we do it quick!

### Win Your Deals

When you have a "must-win" opportunity land on your desk, Qvidian can join your team with just-in-time consulting or writing services.

## Things to Know about Content Services

Long before Qvidian was a software company, we were a proposal-consulting firm. Founded by Dr. Tom Sant, one of America's foremost proposal experts, Qvidian's roots lie in winning business through compelling, persuasive and customer-focused sales messaging.



- **Objectivity:** Companies are so close to their own content that it's often hard for them to know if their sales messaging actually resonates with customers. As independent observers, we help ensure that your content says what you want it to say...not what you think it says.
- **Cost Effectiveness:** Your team is busy with many critical tasks; it's hard for them to find time to write all the documents you use in your sales process. Contracting with Qvidian is an efficient, cost-effective way to generate compelling material, without burdening your staff.
- **Experienced Writers:** Our team has many years of experience; producing content for a wide range of industries and markets. We bring our experience and business acumen to every project to ensure your content stands out from that of your competitors.