

Writing your company description

A service that enables B2B companies to write their company description with minimum fuss

Why the service?

Diane Stevenson

marketing . consultancy . projects

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Do your B2B customers know what you do?

Do they know what makes you different?

When it comes to explaining *Who we are*, *What we do* to customers and prospects, many B2B (business-to-business) companies struggle.

If you are missing out on sales opportunities because your company description is not clear, Diane Stevenson can help.

- Have your services expanded and you are struggling to describe them under one banner?
- Do you need to reposition your business but don't know how best to explain it?
- Do you lack the time or focus to spend?
- Do you know what you want to say but are struggling to find coherent language?
- Are differences of opinion across the business preventing you from finalising the message?
- Are your sales teams using inconsistent language and descriptions, creating more confusion?

By working with us, you get a company description that

- **Sells your business**
- **Is about the customer**
- **Uses accessible language**
- **Captures the subtleties you need to convey**
- **Unifies your business while incorporating different service lines**
- **Will not date as your business evolves**

"We turn your muddle into something that sells"

Diane Stevenson

"I am absolutely delighted. You are a master. All other and many attempts at working on my proposition have been so painful and protracted but you have made it painless"

Gill Hicks, Coach and Trainer

"We spotted a niche opportunity in the highly competitive HR transformation marketplace. Our challenge, however, was to get senior decision-makers to understand the value and genuine differentiation of our offer."

"Diane helped us achieve a much-needed clarity of thought in how to articulate our business proposition. After seven years' growth and service evolution, the central messages are still relevant and have stood the test of time"

Jane Saunders, Managing Partner, Orion Partners

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Our difference

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What makes the service different?

Until now, the options for getting a corporate description written have been as follows: do it yourself which often results in jargon and an inner-focused message; use a copywriter who will give you back in words what you say but what if you aren't clear on what you want to say? Or a re-branding exercise, often too extensive for what you need.

This service uses Diane's strengths as marketing strategist, coach and facilitator to help you shape and agree the message and then her writing skills to write the description. The advantages of the service are:

No time-consuming away days

The service is delivered by phone and online. This keeps message discussions focused and minimises your time commitment. No away-days and no drawn-out word-smithing round the boardroom table.

No copywriters to brief

One person works with you from message clarity to written piece. This means nothing gets lost in the process and ensures your description accurately captures the nuances of what you want to say.

No paying for what you don't need

The service is modular. You can take the output of each module to use yourself or you can proceed with us. You get exactly the level of help you need to suit your company and your resources.

We enable you to stay focused on selling, not word-smithing in internal meetings

Diane Stevenson

"Diane quickly extracted the essential messages from our detailed description. She articulated who we are and what we do in clear, engaging and jargon-free language that has stood the test of time."

Oona Collins, Managing Director, Potential Plus

If you would like to know how Diane can make your sales efforts more effective, contact her now:

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