

# CONTENT impact

CUSTOMER VALUE MAPPING

CUSTOMER VALUE OPTIMISATION

RFP OPTIMISATION

CONTENT ACQUISITION TRAINING



...content value **re-engineered**

CONTENT  
impact

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# Demonstrate content Return On Investment

## ...AND BOOST YOUR BUSINESS

Premium content adds value to business decision making processes. The challenge, however, is to quantify that value in monetary terms, as well as making the intangible value more real and believable.

Content vendors' ability to demonstrate and increase value to the customer has a **direct impact on the bottom line**.

Content Impact understands the world of content, both from the customers' and the vendor's perspective. We are,

therefore, uniquely placed to provide you with business consulting services that will:

- Uncover and quantify the value customers attach to your products and services.
- Identify actionable opportunities for enhancing value as perceived by customers.
- Develop an approach for continuously influencing value perceptions.

### WHO ARE WE?

At Content Impact we are specialised in the art of sourcing content. We use this expertise to help content vendors win more business and deliver more value to customers. We have a global outlook and are experienced in working cross cultures.

### WHAT MAKES US UNIQUE?

We are business consultants as well as content acquisition experts. We understand the world of content from both a sales and a content acquisition perspective. This gives us unique insight into customer behaviours and motivations across industries. We are experienced in content specific workshop facilitation and project leadership.

# Add more unique value Earn more profit

## YES, IT'S REALLY THAT SIMPLE

Well, almost... First you need to be clear on what value means – not to you, but to your customers. Customers are not always clear on that themselves, so it may take some digging, investigation and analysis.

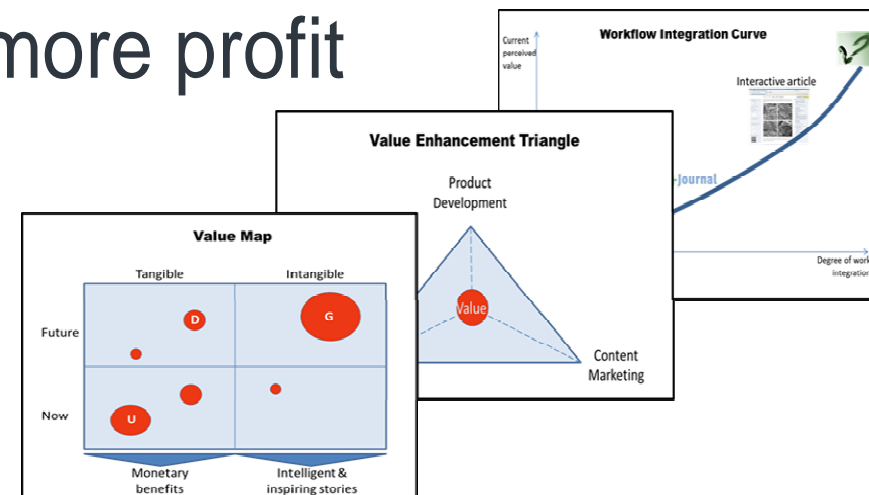
As an outsider who understands content and customer behaviours, **Content Impact accelerates the value discovery and enhancement processes** by:

- Collecting data and insight.
- Infusing new ideas and perspectives.
- Facilitating internal/external working sessions.
- Project managing the initiative.
- Developing recommendations and action plans.

## THE CONTENT IMPACT APPROACH

We use a structured, yet flexible, approach to discover, understand, quantify, map and enhance customer value.

Adding more value is only part of the equation. So, our proprietary frameworks consider whether value is unique or generic – the aim being to gain a **competitive edge** by pursuing unique value along the customer's critical path.



We also focus on communicating value when the customer is in the right frame of mind to internalise the message. Impactful value stories need to be told in an inspiring way which respects the customer as an intelligent professional.

## WORKING TOGETHER

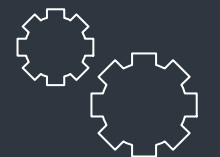
Content Impact recognises that every business is different – and we want to get to know yours better. So, while we have our own models and approaches, first step is to agree value models and methodologies that will work best for your unique situation. Your customer value programme will be tailor made to ensure maximum impact.



### TRAINING

If you want to boost the skills of your internal content acquisition staff, Content Impact offers mentoring and training in the following areas:

- Negotiation
- Contract review & Drafting
- Vendor Relationship Management
- Request For Proposal development (buy side).



### FULL CIRCLE RFP OPTIMISATION

Want to win more RFPs? In many cases RFPs have already been influenced by other vendors by the time your organisation is invited to bid. This lowers your chances of success. Content Impact offers a complete RFP Optimisation Programme, which will help you develop an approach for engaging with customers pre-RFP, select the right RFPs to bid on, optimise the bid generation process, prepare for a power pitch, and put in place a process for continuous learning and improvement.