



# B2B Expert Storytelling





# VSN B2B Expert Storytelling™



**VSN STRATEGIES** provides B2B story strategy, coaching, editorial planning, copy and creative services, leveraging our deep knowledge of retail, technology, operations, and consumer markets.



**Our scope of practice** ranges across the extended Retail Consumer Products industry. VSN maintains exceptional **subject-matter depth** related to store and digital retailing, brand marketing, retail tech innovation, implementation, inventory and merchandising, shopper behavior, in-store sensing, Retail Media and more.



**We invest the time and effort** to fully comprehend your business challenges and market objectives. With our help, your stories convey the highest level of clarity and precision. Company credibility and reputation are enhanced. Your sales pros communicate with greater relevance and confidence.



**VSN's methods** are grounded in the philosophy that your solution story, regardless of your technical sophistication, is only as compelling as the business reasoning behind it. *We dig deep to bring your differentiation and value to the surface and share these in language that is persuasive to your audience.*



# Your Experts + Our Expertise

INDUSTRY LEADERS rely on VSN Strategies to...



**Position** their tech and services solutions and effectively communicate their thought leadership to retail and brand marketing decision makers.



**Master** the selling proposition through pragmatic application of technology, market research and consumer relationship knowhow.



**Define** market-driven business strategies so you express your compelling points of difference with exceptional clarity across multiple customer interactions.



**Guide** practitioners toward a more profitable future by tracking and analyzing emerging trends in methodology, technology and shopper behavior.

**The benefits:** *Your top managers articulate your value proposition in the terms that are persuasive to clients, analysts and investors. Your sales pros carry your brand's enhanced credibility into every call, confidently.*



# B2B Expert Storytelling™ Services



## Expert Story Workshop

**VSN GUIDES** your sales and marketing team through a structured process that identifies compelling and relevant **story opportunities**.

We define a **communications agenda** to enable greater success for the sales team.

With our help you tell select stories in POV articles, eBook content, white papers, webinars, presentations, videos or other **assets**.



## Expert Story Coaching

**VSN SUPPORTS** your go-to-market team to better identify and share relevant, timely, persuasive stories, corporate knowhow and POVs with prospects and clients.

We help you structure your **editorial process**, assign and create stories, and align with your marketing goals.

VSN remains **“on-call”** as an editorial resource.



## Custom Engagements

**VSN ENGAGES** your subject matter experts and market leaders to surface their industry thought leadership.

We **interpret your data** and conduct **industry research** that sharpens your message.

Working collaboratively, we unearth insights and develop ITL assets that refine and elevate your story with the **right voice**, to the **right audiences**.



# Storyteller-in-Chief: James Tenser



**B2B Expert Storyteller** James “Jamie” Tenser has devoted his entire career to explaining how consumer goods are made, marketed, moved and merchandised. A "recovering journalist," armchair futurist, media ecologist and unapologetic retail nerd, he holds relentless fascination with the world’s most pervasive industry.

As a lead editor at *The Discount Merchandiser*, *VisionMonday*, *Supermarket News*, *BrandMarketing* and the founder of *VStoreNews*, he broke stories and unpacked innovations that defined food, drug, mass, specialty and e-commerce. His books *Tenser's Tirades*, *Customer Service Excellence 2004* and numerous posts, articles and client publications aim to demystify the never-ending retail revolution.

In his consulting practice, VSN Strategies, as a long-standing member of the RetailWire BrainTrust, and as a RETHINK Retail Top Retail Expert, he continues to offer his uniquely informed perspective on all things retail.



# What's Your Expert Story? Contact Us



James Tenser, Storyteller-in-Chief

[jtenser@vsenstrategies.com](mailto:jtenser@vsenstrategies.com)

520-390-3751

