



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 **subject-matter depth** related to store and digital retailing, brand marketing, category management, retail tech innovation, implementation, inventory and merchandising, shopper behavior, in-store sensing, Retail Media, etc.



WE INVEST 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. You communicate with greater relevance and confidence. *It's our reputation at stake too, and we do not compromise on quality.*



VSN's METHODS are grounded in the conviction 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: *You articulate your value proposition in the terms that are persuasive to clients, analysts and investors. Your sales pros confidently carry your brand's enhanced credibility into every encounter.*



Meet: Jamie Tenser



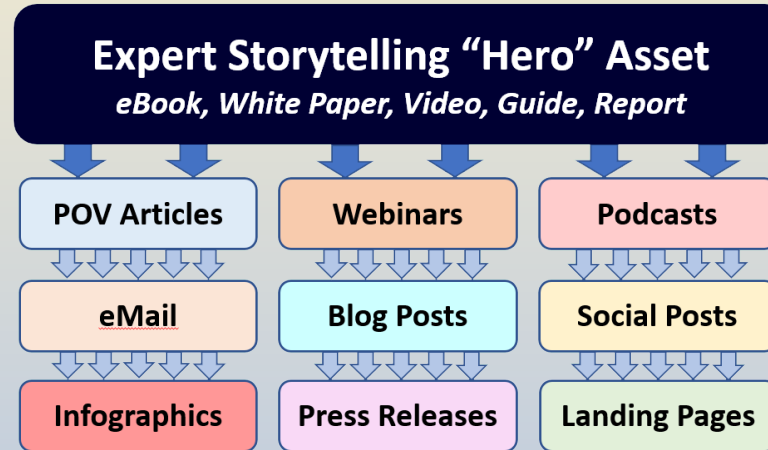
B2B Expert Storyteller James “Jamie” Tenser has devoted his entire career to explaining how consumer goods are made, marketed, moved and merchandised. A "recovering journalist," armchair futurist, media ecologist and unapologetic retail nerd, he holds relentless fascination with the world's most pervasive 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 member of the RETHINK Retail Top Retail Experts, he continues to offer his uniquely informed perspective on all things retail.



THE VSN CASCADE FRAMEWORK:



‘Flip’ The Funnel – Unleash The *Cascade*

Seamlessly connect B2B Expert Storytelling™
with your modern content marketing discipline



Know Your 750

IN ANY INDUSTRY SECTOR:

~150 Prospect Accounts

**These companies are
already in your CRM
system (right?)**

X

AT ANY PROSPECT

~5 Key Decision Makers:

- Operations
- Merchandising
- Information Technology
- Finance
- Chief Executive

It takes all five yeses to close a sale. Are you telling the right stories?



'Flip' The Funnel

SEAMLESSLY CONNECT B2B Expert Storytelling with Content Marketing

- A counter-intuitive approach for Retail Tech and Solution providers
- FOCUS on your **750** at the neck of the Sales & Marketing funnel
- CREATE the most compelling and effective **stories** to empower the sales team
- POWER-UP the Content Marketing **playbook** to achieve optimal distribution to known and unknown audiences





Powerful Account-Based Storytelling

FOCUS ON YOUR 750:

*B2B Expert Storytelling
empowers your sales and
client-care teams to succeed
more rapidly and with
greater confidence.*

1. **Counter** the toughest objections heard regularly from prospects
2. **Respond** and anticipate their most challenging questions
3. **Celebrate** the best reasons they can and should choose your company's solution
4. **Interpret** relevant industry trends to elevate the sales conversation



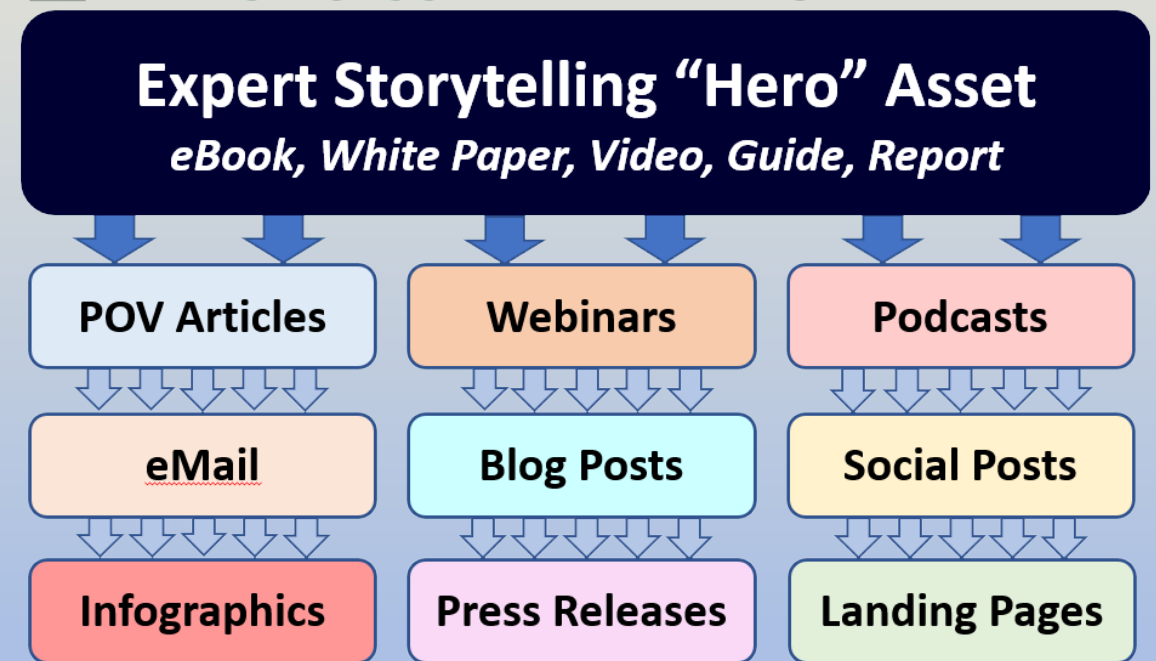
Content Cascade Strategy

DELIVER long-term value and return on your major storytelling assets

- Build **sustained** multi-channel journeys with measurable ROI.
- Create a **cascade** of derivative posts, social, email, event, and ads – versus born-for-the-funnel lead-gen content.
- A superior option (versus contrived short posts) that builds far greater **credibility**.
- Deploy these tactics to achieve **pace** and **frequency**, following your normal content marketing playbook to find and nurture leads and build **brand reputation**.



THE VSN CASCADE FRAMEWORK:





Your Expert Storytelling™ Journey





B2B Expert Storytelling™ Services



EXPERT STORY WORKSHOP

VSN GUIDES your sales and marketing team through a structured process that identifies compelling and relevant B2B story opportunities. We define a communications agenda to enable greater success for the sales team.

We select and tell stories in POV articles, eBook content, white papers, webinars, presentations videos or other assets.



EXPERT STORY AUDIT

VSN ASSESSES your firm's present State of Storytelling by reviewing your existing communications assets and strategies, then scoring them across multiple criteria.

I interview your leaders to learn their perceptions and priorities, and deliver a report that outlines areas of strength and opportunity for future activities



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 refine your editorial process, assign and create stories, and align with your marketing goals. VSN remains "on-call" as an editorial resource.



CUSTOM ITL PROJECTS

VSN ENGAGES your subject matter experts (SMEs) and market leaders to surface their Industry Thought Leadership. I interpret your data and conduct industry research that sharpens your message.

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



What's Your Expert Story? Contact Us



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