



How to inspire
confidence
in prospects

A **CASE FOR CASE STUDIES**

from Rehak Creative Services

One of the most **powerful tools** in your arsenal

Compelling case studies play a supporting role in most successful business-to-business sales. Prospects want to know that you're not just blowing sunshine at them.

How many case studies do you have? How compelling are they? Will they impress your prospects and inspire confidence?

Credible

Well-written case studies help you earn a prospect's trust and enhance the credibility of your claims. They represent proof that you can deliver what you promise.

Compelling

Case studies show your ability to get results. Nothing demonstrates satisfaction more than clients' willingness to let you publish their stories. Case studies are ready-made references you can produce on demand.

Cost-effective

Case studies are one of the most effective kinds of "advertising" you can have, yet they cost far less than most ads. Once produced, they cost virtually nothing to post online. And they can help build sales for years.

How to get **more clients** to **endorse you**

Why most companies have trouble developing case studies

They can be difficult to produce. Typically, your clients:

- Never have enough time
- Fear divulging confidential information
- Don't feel it's their job to help you sell your services
- May have policies against endorsing vendors

Four ways RCS overcomes objections

Despite these problems, RCS produces hundreds of compelling case studies each year. We also produce them cost-effectively.

To save time...

We develop a one-page input form that closely mirrors the template we develop. This ensures we don't waste your clients' time gathering information we won't use. It also reduces the amount of information we have to sift through when writing.

To allay fears...

We let your clients know that they control the development process. Nothing will be printed without their blessing.

To overcome reluctance...

*We explain to your clients that our objective is to make **them** look like stars. We open each interview by giving them a chance to brag about themselves.*

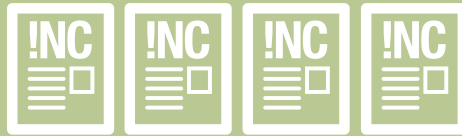
To gain cooperation...

We develop case studies in a way that lets your clients use them, too.

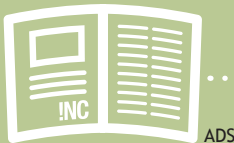
Quickly find references and multiply effectiveness

RCS maintains a custom database that doubles as a low-cost content management system. So we can help you quickly find the most appropriate case studies for the business you're pitching. We can also help you extend case studies into advertising and other collateral.

We don't just develop case studies for you, we help you get more out of them.



CASE STUDIES



ADS



BROCHURES



TRADE SHOWS



INTERACTIVE

RCS specializes in results

To develop case studies that help you win new business, RCS uses industry best practices and more than 35 years of experience.

Learn how we can help you
at rehak.com.

In Dallas, call Sue Ridder at 972.429.8910.
In Houston, call Bob Rehak at 281.359.2524.

BRAND AUDIT RESULTS

Of RCS-Created Case Studies

- #1 Branding**
- #1 Clarity**
- #1 Value Statement**
- #1 Results**
- #1 Examples**

An audit of a global company's collateral conducted by a third party showed that RCS-created case studies did the best job of:

- *Positioning their brand*
- *Being easy to understand*
- *Incorporating value statements*
- *Demonstrating results*
- *Providing examples*