



**Barker Enterprises, Inc.**  
*creating copy that doesn't croak*

## **Product Management – Sales Support Materials**

### **Connect with Your Customer**

Expectations continue to rise regarding how your products and services are explained and presented. Your customers have become sophisticated consumers of information and expect to be spoken to without pretense and puffery.

Let me help you create the pathways for your customers to connect to your product and your brand. Loyalty occurs when a customer understands your roadmap to giving them what they want. The challenge is to recognize the multiple audiences that you serve and to serve them well.

### **About Sales Support Materials**

Do your materials enrich or merely inform?

Do your materials provide an educational value to the reader?

Do your materials promote action, reaction, and greater interest in the subject matter?

Deploy a professional copywriter who can quickly and persuasively present your messages. It can be tricky writing brochures that speak to all the different types of consumers that you serve. Get a fresh perspective by enlisting outside help.

For more information, contact me directly at [nbarker@barkerenterprisesinc.com](mailto:nbarker@barkerenterprisesinc.com).