

You have seconds to explain why a prospect should buy. Ready... Set...



Sell.

Whether it takes seconds or minutes, your sales and marketing efforts must communicate clearly, consistently, memorably. If those efforts fall short, prospects won't understand your brand position or advantage.

That makes your product hard to sell.

Maybe 5MetaCom can help—with advertising and sales tools that make technical and regulated products easier to sell.

Give 5MetaCom a call. And see how much easier it can be.

Advertising that makes technical and regulated products easier to buy and easier to sellSM

 **5MetaCom[®]**

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317.580-7540
tel

Technical jargon, legalese, features and specs.
And this makes customers
want to



Buy?

Frustrated because your technical products have lots of advantages, but don't get full credit in the marketplace? Lousy, ineffective, boring...even confusing communications could be the reason why. And...

That makes your product hard to buy.

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What your company says.

“ Our F4920 model features Type K, T, R and N thermocouple inputs or Pt3926/385 RTD inputs. Thermocouple input units are available in single- or dual-input models. Stated accuracy is $23 \pm 5^\circ\text{C} < 75\% \text{ RH}$. ”

What your prospect hears.

“ Blah blah blah blah blah blah
blah blah blah blah blah blah
blah blah blah blah blah blah
blah blah blah blah blah blah
blah blah blah blah blah blah
blah blah blah blah blah blah
blah blah blah blah blah blah
blah blah. ”



A word of advice: 5MetaCom.

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