



**ALTITUDE**

**“The Customer Success Stories we have created with Altitude have served to both strengthen our relationship to current customers and secure new business. These testimonials demonstrate tangible best practices take-aways and go far beyond simply proving that we have impressive company logos on our client roster.”**

CATE VANASSE  
MARKETING MANAGER  
EGENCIA, AN EXPEDIA, INC.  
COMPANY

**“Altitude Management goes well beyond the ‘one-off’ case study. They provide tools to help our sales team find the right study to present to a particular prospect and they recommend ways to incorporate the voice of the customer into our other marketing initiatives.”**

STUART ROBERTSON  
GENERAL MANAGER  
SHAREBUILDER 401(K),  
A SUBSIDIARY OF ING DIRECT

**Your best customers  
can sell for you.  
Contact us to get  
started today!**

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# Sell More with Case Studies

## Successful Customers Are Your Greatest Sales Asset

Your prospects demand proof that your product or service will solve their challenges.

At Altitude, we can help your company to sell more by capturing your best customer stories in compelling case studies. Show your prospects:

- **The incredible results** they can achieve with your company
- **The enthusiasm** your customers have for your solution
- **The level of service** they can expect from your employees

Generate more leads from your website. Give your sales team the references they need to close more deals. Leaders like Microsoft, Salesforce.com and Expedia all heavily promote case studies to drive new sales. Your customer success stories are just waiting to be told.

## Strategize. Recruit. Execute.

Maximize the sales value of your best customers. At Altitude, we do much more than capture their achievements and enthusiasm.

### Case Study Strategy

We help you identify the key messages your case studies should include, based on your corporate objectives and greatest market opportunities. Then we identify the optimal mix of customers to deliver those messages directly to your prospects.

### Customer Recruitment

We understand customer concerns and know how to recruit them to participate in case study initiatives. Your customers are treated with the utmost respect to further enhance your company's image.

### Case Study Development

We capture your customer stories, completely, accurately and efficiently, minimizing the effort from the customer and your team. So you can start using them to generate sales as soon as possible.

Count on Altitude to deliver. We've developed more than 50 compelling B2B case studies and customer videos for leading companies in multiple industries.

