



# ALTITUDE

Reading a success story requires a commitment of time from your prospects. If they make that commitment, reading a strong story can move a prospect much closer to a sale.

Do you have the right set of success stories? Do you market them effectively? Do they generate leads for you?

Take this mini-audit to quickly assess the state of your company's success story program.

“ 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)

Altitude Management helps companies to maximize the value of their customer success stories.

Contact us today to discuss how we can improve your company's success story program.

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## Success Story Program Mini-Audit

### Success Story Strategy

- |                                                                                                                                                                                    | Yes                      | No                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 1 Do you identify customers to recruit for success stories based on their ability to support your company's strategic marketing initiatives (e.g. enter a new market or industry)? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Do you have at least 1-2 customer success stories for each of your products or services, key industries, target company sizes, and key geographic markets?                       | <input type="checkbox"/> | <input type="checkbox"/> |

### Success Story Relevance

- |                                                                                                                                             |                          |                          |
|---------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 3 Are at least 25% of your success stories less than 1 year old?                                                                            | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Do you update success stories older than 2 years to demonstrate the additional ROI customers are achieving over time with your solutions? | <input type="checkbox"/> | <input type="checkbox"/> |

### Success Story Management

- |                                                                                         |                          |                          |
|-----------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 5 Do you have a database or tool to track the key data related to your success stories? | <input type="checkbox"/> | <input type="checkbox"/> |
|-----------------------------------------------------------------------------------------|--------------------------|--------------------------|

### Success Story Promotion

- |                                                                                                                                                                                   |                          |                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 6 Do you effectively promote your main success story page on your company's home page?                                                                                            | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 Does your main success story page market your stories to prospects, and include summary content that makes it easy for them to find the story most relevant to their situation? | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 Do you link to specific success stories from relevant areas of your website (industry, solution pages, etc.)?                                                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 Do you provide email templates and brief summaries to your sales team to help them introduce success stories to prospects via e-mail and in-person meetings?                    | <input type="checkbox"/> | <input type="checkbox"/> |

### Generating Leads from Success Stories

- |                                                                                                                                                                                   |                          |                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 10 Do your success stories include links to guide prospects to the next most relevant piece of content (e.g. white paper, demo) based on the topic of the story they are reading? | <input type="checkbox"/> | <input type="checkbox"/> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|

How did your program do? Could you generate more value from your success stories? Call us to discuss!

	Yes	No
Total:	<input type="checkbox"/>	<input type="checkbox"/>