

**Conversation – Bringing The Messages Home – Sample Only**

<b>Role</b>	<b>Decision Maker</b>	<b>Managers</b>	<b>Technicians</b>	<b>End User</b>	
<b>Focus On</b>	Business Benefits	Business Advantages	Product/Service Features	Product/Service Functions	
<b>Titles</b>	Owner, operations manager, production manager, senior engineer, supervisor, VP of operations	Business Development Manager, Engineering Supervisor, Engineering Manager, Logistics Manager,	Electronic Tech-Specialist, Engineering Technician, Maintenance technician, Mechanical	Applications Engineer, Design Engineer, Electronics Designer/Engineer,	
<b>Testimonials</b>	Testimonial x Testimonial Y Testimonial Z	Testimonial x Testimonial Y Testimonial Z	Testimonial x Testimonial Y Testimonial Z	Testimonial x Testimonial Y Testimonial Z	
<b>Value Premise</b> - Our company enables our customers to manufacture, sell and use XYZ product/service more efficiently, effectively, with high productivity, ergonomics, safety & profitability.					
					<b>Case Studies</b>
<b>Industry 1</b>	Our company has helped companies such as ABC improve manufacturing and production efficiencies by more than 20% while improving impact to the bottom line.	Our company has helped companies such as XYZ improve the time it takes to cut wire on the production line by more than 25%.	Our company has helped companies such as DEF meet or exceed their technical requirement for using our products with our sample and certification program.	Our company has helped companies such as XYZ and their plant operators more effectively use our products on the shop floor with our easy to use and long-lasting machines.	Case Study 1 Case Study 2 Case Study 3 Case Study X
<b>Industry 2</b>	Our company has helped companies such as ABC improve manufacturing and production efficiencies by more than 30% while improving impact to the bottom line.	Our company has helped companies such as ABC improve the time it takes to produce their products on the production line by more than 42%.	Our company has helped companies such as DEF meet or exceed their technical requirement for manufacturing with our sample and certification program.	Our company has helped companies such as ABC and their plant operators more effectively manufacture on the shop floor with our easy to use and long-lasting machines.	Case Study 1 Case Study 2 Case Study 3 Case Study X

<p style="text-align: center;"><b>Industry 3</b></p>	<p>Our company has helped companies such as ABC improve manufacturing and production efficiencies by more than 40% while improving impact to the bottom line.</p>	<p>Our company has helped companies such as HIJ improve the time it takes to increase their production line by more than 20%.</p>	<p>Our company has helped companies such as DEF meet or exceed their technical requirement for manufacturing with our sample and certification program.</p>	<p>Our company has helped companies such as ABC and their plant operators more effectively manufacture on the shop floor with our easy to use and long-lasting machines.</p>	<p>Case Study 1 Case Study 2 Case Study 3 Case Study X</p>
<p style="text-align: center;"><b>Industry X</b></p>	<p>Our company has helped companies such as ABC improve manufacturing and production efficiencies by more than 20% while improving impact to the bottom line.</p>	<p>Our company has helped companies such as JKL improve the time it takes to cut wire on the production line by more than 20%.</p>	<p>Our company has helped companies such as DEF meet or exceed their technical requirement for manufacturing with our sample and certification program.</p>	<p>Our company has helped companies such as ABC and their plant operators more effectively manufacture on the shop floor with our easy to use and long-lasting machines.</p>	<p>Case Study 1 Case Study 2 Case Study 3 Case Study X</p>