



### Value at a glance

- Thought leadership articles position Sektor as experts
- Company presentation tells a consistent story
- Website communicates essential information to partners, clearly and concisely
- Winning proposal helps grow the business

### SEKTOR - THE TECHNOLOGY EXPERTS

Sektor are an IT distribution company, specialising in providing leading edge technology to the retail, hospitality, health, mobility and security sectors. They represent some of the world's leading IT vendors, taking their products far and wide into the Australian and New Zealand markets through a highly skilled, expert and experienced team. Their clients are systems integrators, software developers and IT consultancies who put together best of breed solutions for end customers, and who rely on Sektor to bring them the latest and greatest the technology world has to offer.

Sektor's greatest asset is its people – the 'Green Team' are known for their industry and technology expertise and their commitment to getting the right solution for their clients. Sektor positions itself around this expertise and wanted to ensure that its communications consistently enhanced this message.

### TWO-WAY COMMUNICATION

Cameron Arnold, Director says; "We communicate in two directions - to the vendors whose products we distribute, and to the clients we service - and we need the message to each of these groups to be clear, and focussed to their requirements. We engaged Words2Win because Carol understood our business goals and could help us to deliver our message effectively."

Cameron, along with Marketing Managers Edyta Esplin in Australia and Linda Tso in NZ, engaged Words2Win to help with web content, brochures, blogs, eDMs and a company presentation. They also used Words2Win when bidding for the distribution rights for a major new vendor.



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## WINNING NEW BUSINESS

"The vendor went through a proposal process to select new distributors", says Cameron. "The detailed responses needed input from a number of different people within our team, and we wanted to ensure that we presented our capabilities fully and consistently. We engaged Words2Win, who helped us build a clear win theme, crafted a strong response, managed the document creation process and helped us develop a client presentation. We won the business and Words2Win's contribution to that success was significant."

## PRESENTING SEKTOR'S VALUE

"Our team often make presentations to vendors or clients about Sektor", says Cameron, "but whilst they are all good at it, their approaches lacked consistency. Words2Win helped us define our value proposition and differentiators consistently and put them into a presentation format. The message differs in focus for vendors and clients, so we developed two versions of the presentation. It's helped us explain clearly what we do and what we offer and we know that whoever is presenting, they are going to cover all the key points. We then used the same messages in a company brochure and even in a new on-hold phone message, so we can be sure that our clients hear the same message through every communication channel."



## SHOWCASING VENDORS

Sektor's website is another of those channels where Words2Win helped ensure consistency and clarity. "Our website includes information about all our vendors", explains Linda, "and we needed to explain the value that each one offers. Carol researched over 100 vendors, got to the heart of what they offer and put together a concise summary of each. It's given us a consistent format, making it very accessible and easy for our clients to use."

Marketing campaigns, to promote vendor products to clients are at the heart of Sektor's marketing activity. "We send out campaigns as eDMs, which link back to landing pages", explains Edyta. "They are a short communication format and need to engage an audience very quickly. Words2Win manages to find the balance between enough information to catch the reader's interest, and a short concise format."

## SHARING THE EXPERTISE

"Blogs are an important way of strengthening our position as experts", says Edyta, "but our team needs to be with clients, not sitting at their desks writing. So we engage Words2Win to interview them, capture their IP and turn their words into blogs that share their expertise with our audience."

"By using Words2Win, we've been able to help our in-house marketing team to develop content that speaks clearly to our vendors and clients, and continues to position us as experts in our field", says Cameron. "And that's a win for everyone."