

WHITE PAPERS

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White papers are an inexpensive way to describe the business advantage of adopting a new idea or product.

They are more in-depth than an article, and they often outline the rewards of a solution to problem.



BENEFITS

- ◆ Demonstrate the company's "thought leadership"
- ◆ Shorten the sales cycle by qualifying leads and closing sales
- ◆ Generate leads
- ◆ Used to establish credibility and trust
- ◆ Decrease marketing costs while boosting sales
- ◆ Define and differentiate your business
- ◆ Build a base of loyal customers

White papers help people make decisions. Decision-makers seek educational and valuable information and use white papers during the research stage of a sale. These papers can provide greater product or service detail than a sales call. They discuss features and translate them into business advantages, and they deliver the entire business message. Soft sell techniques are used to sell products and services, and this persuasive approach can take a position on a topic, idea or theory.

White papers offer a discussion of what's occurring in the marketplace. They introduce the challenges the

reader faces and the solutions while examining industry trends. A paper often arrives at a conclusion with a clear call to action.

White papers can play an important role when working with international businesses. According to China Daily, government white papers have introduced the international community and the public to the national conditions, values, development path and internal and foreign policies of China.

As a sales instrument, white papers persuade and inform. When written well, they are shared throughout an (continued)

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organization as a learning tool to help generate ideas.

B.Y. Communications can help you craft persuasive white papers and so much more.

We deliver your message while creating content that resonates and connects with your audience.



Sources:

China Daily. "Chinadaily.com.cn: White Papers Light up Bright Future." *China Daily [Beijing]* 6 Jan. 2012, China Asia sec.: n. pag. *Access World News [NewsBank]*. Web. 18 Oct. 2014.

"Using Laptop," Image courtesy of Goldy at FreeDigitalPhotos.net

Morris, Robert. "All about White Papers: An Interview of Michael A. Stelzner by Bob Morris." *Dallas Examiner [Dallas]* 9 Nov. 2010, Dallas Business Commentary Examiner sec.: n. pag. *Access World News [NewsBank]*. Web. 18 Oct. 2014.