

SHIWANA Inc., helps companies increase revenues and improve sales effectiveness.

Shiwana's *Announce It!* is a service that accelerates the awareness, introduction and acceptance of new products and pre-screens customers for serious buyers. Customers and prospects want targeted, specific information on new products that will directly and immediately solve their problems.

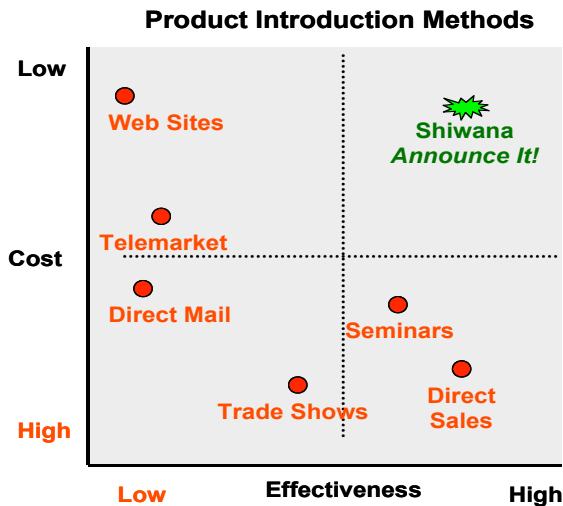
Announce It! allows your company to:

- Dramatically improve the time to market for new product introduction and acceptance.
- Pinpoint legitimate buyers with dollars to spend and problems to solve.
- Create “pull” for your new products vs. having the sales team “push” for sales
- Have a focused approach with more cost-effective results.



In today's fiercely competitive marketplace, it is imperative that your company's new products get to market as quickly as possible. You need to establish the value of your investment and directly inform potential clients where, why and how your new product will benefit them or solve their problems!

Using traditional methods such as trade shows and press releases, competition is able to learn as much about your new products as potential customers. Within hours of your product release, they can plan and implement a competitive response.



Selling new products to existing customers also brings a lower cost of sale and higher attentiveness from your salespeople. Current customers are easier to sell than new prospects because they already have your brand's awareness and some level of satisfaction. While customers still need to be pre-qualified, your salespeople can engage in a sales campaign at a more rapid pace. Thus, instead of chasing all customers, you focus on those that are truly interested.

ANNOUNCE IT!

Shiwana's *Announce It!* accelerates your new product introduction and pre-screens inquiries generated by your marketing department, so salespeople can spend time serious buyers. By involving customers and prospects directly in the development and announcement of new products, you will close orders faster, and at your price, while the competition is left standing at the door. *Announce It!* is a service that compliments other marketing programs and positions your new product miles ahead of the competition.

CONTACT US to learn how “We turn new products into Gold”.