



projectline

**Get in touch.**

Projectline Services, Inc.  
526 First Avenue S. Ste. 400 Seattle, WA 98104  
Tel: 206.382.2025  
Email: extraordinary@projectlineinc.com  
www.projectlineinc.com

# Capture your customers' voices.

## AUDIO QUOTES

### Integrate audio testimonials into your sales and marketing programs.

Let the true "voice" of your customers ring loud and clear without adding extra costs to your case study or reference program. Audio quote recordings are not only great for sales by helping to close deals faster; they can also significantly raise the credibility of your marketing message when introduced into a radio campaign or podcasting series. At Projectline, we believe the customer voice can convey a more genuine tone than the written word alone, and the audio quote recordings are more versatile and predictable than live phone calls.

### Reduce burden on your references.

By using genuine customer audio quotes, you can reduce the number of customer-to-customer calls required to close deals, saving you and your references time. This one-to-many story telling technique is a powerful way to efficiently share the customer's message with multiple prospects. We also recognize the huge favor that your customers are doing for you by making time to share their experiences. This is why we limit the customer touch to one meeting and collect the audio quotes during the interview for the written case study.

### Flexibility comes standard.

Whether you have a custom tool that you built in-house, an off-the-shelf reference database, a traditional CRM solution, or something in between, our audio files can be used anywhere. Because we are a service provider, we can use the tool that you have chosen for your program, recommend one for you, or integrate audio into your current sales and marketing activities where no database is required.

### Audio quotes can enhance:

- Customer proposals and presentations
- Radio spots
- Online marketing and advertising
- Online case studies
- Events and meetings
- Podcasts and videos

“The reason we did both podcasts as well as the written paper is because we know our customers like to learn in different ways. Just like they like to download a white paper, a lot of customers have their mp3 players and want to be able to download it and listen to it while on the plane, working out, or driving. I wanted to give our customer options. The expertise that Projectline has made it so much simpler for me. It was a real partnership with Projectline.

– Relationship Marketing Manager, Microsoft Corporation”