



## TIPSHEET

*How do you use your know-how?*

White papers offer the opportunity to use your know-how cost-effectively so that you can leave the competition far behind you.

*Opportunity*

White papers offer companies and organizations a great opportunity to position themselves in the market. The fundamental idea of a white paper is to give the reader something valuable: expertise. That way you gain the loyalty of the reader. Often this trust leads to a decision for the company or the organization.

A white paper describes a problem technically, objectively, briefly and in detail. Mostly it leads onto suggestions for solutions. In this way, it is oriented towards facts. It contains useful information, expertise and convincing logic. The language, however, is neutral. It avoids sales jargon altogether.

*The three most important aims of a technical white paper are:*

*Knowledge “head-start”*

You build up serious initial contact with a potential customer or partner and document your knowledge head-start: Often white papers describe theoretical concepts or discuss future developments of a division or technology. This facilitates trust between colleagues, customers or partners in the company.

*High-quality customer contacts*

You generate high-quality customer contacts (“lead generation”). White papers are often used in the final sales phase. They are important in the decision-making process, as managers and CEO’s trust well-grounded knowledge.

*Access to decision-makers*

White papers are a good instrument to use when approaching decision-makers. In America, according to the results of questionnaires by Bitpipe Network, almost 35 per cent of CEO’s and IT Marketing Managers consult white papers when making decisions. 86 per cent of those asked read white papers to learn more about a product or a solution in general.



Would you like to receive more information?

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