

# DEFEATS

## DEMONSTRATIONS

### Location, Products, Manufactures

This is a great way to educate the value and benefits of any or all of your products and services.

## EXAMPLES

### Products, Parts, and Components

With these examples/samples, you can provide a hands-on experience with many of the components.

## FACTS

### Brochures, Industry Specifications

These provide visual facts about the products and services on offer.

## EXHIBITS

### Where are you able to show

This may have overlaps with other evidence offerings.

## ANALOGY

### Story Selling - factual

Story Selling, recalling the gains others have had because they decided to partner with Master Group. The successes and peace of mind that they had.

## TESTIMONIALS

### Written. Videos, Internet

Reading, hearing, or seeing what others are saying is a powerful way to support any claims that you may have made and turn them into evidential facts, proof that others have achieved the results you stated.

## STATISTICS

### Papers

White papers. Case Studies, from industry experts.