

Contents

- PREFACE 7**
- INTRODUCTION 9**
 - CUSTOMER LEVERAGE ASSESSMENT 9
- STEP ONE: FOLLOW A STREAMLINED PROCESS 11**
 - IDENTIFY THE GAP: DEFINE REQUIREMENTS 11
 - FILL THE GAP: RECRUIT THE RIGHT CUSTOMERS 12
 - ASSIGN A RELATIONSHIP MANAGER 13
- STEP TWO: KNOW YOUR SUCCESS CUSTOMERS 14**
 - THE BUYING CYCLE WITHIN ENTERPRISE COMPANIES 14
 - TARGETING CONTENT FOR THE BUYING CYCLE 15
 - MOST COMMON IT BUYERS AND THEIR CORRESPONDING REQUIREMENTS 15
- STEP THREE: GATHER AND MANAGE SUCCESS CUSTOMER INFORMATION 17**
 - THE SUCCESS CUSTOMER CONTENT PORTFOLIO 17
 - CONTENT MODULES 17
 - THE COMPREHENSIVE CUSTOMER INTERVIEW 19
 - PREPARE FOR THE CUSTOMER INTERVIEW 20
 - DURING THE CUSTOMER INTERVIEW 21
- STEP FOUR: PROMOTE CONTENT AS AN INTERNAL ASSET 22**
- TEN IMPERATIVES FOR POWERFUL CUSTOMER CONTENT 24**
- EIGHT THINGS SMART COMPANIES DO WHEN DEVELOPING CUSTOMER CONTENT 25**
- APPENDICES 26**
 - I. CONTENT DEVELOPER’S TOOLKIT 27
 - II. THE SUCCESS STORY 30
 - III. THE CASE STUDY 33
 - IV. BEST PRACTICES: EXAMPLES OF HIGH-IMPACT SUCCESS STORIES 35