

SOLUTION SNAPSHOT: THE DRIVER GROUP

SOLUTION

AVE Consulting® provides writing support for The Driver Group, a Silicon Valley-based management consultancy. In addition to editing an article by Kate Purmal, president of Driver Group, AVE also wrote a datasheet that highlighted Driver Group's 7-Touch Lead Service. Not only did AVE deliver a high-quality product, but they also met their deadlines and took the datasheet to a higher level.

RESULTS

"Avery asked critical questions that enabled her to understand what to emphasize and highlight, and in turn, created a piece that was much more effective at revealing our value than the original draft she received. Beyond that, Avery maintained ownership of the project from start to finish, including the layout and final editing process. Her tenacity and attention to detail was exceptional."

Kate Purmal, President
www.driverdriver.com



Driver Group datasheets

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