



Solari Services

Effective communication sparks success

TO SUCCEED, YOU MUST COMMUNICATE EFFECTIVELY.

As communication becomes increasingly electronic and pervasive, the need for superb communication — writing, presenting, speaking, and listening — increases. Those with the most sophisticated, compelling communication achieve a pronounced advantage and engender a profitable financial return for their companies.

The methods of communication abound: documents, instructional materials, guides, reports, proposals, presentations, slides, web sites,

as well as the social media avenues of Twitter, LinkedIn, and Facebook. Communicating effectively requires a commanding skill: analyzing your audience, setting and attaining objectives, crafting a message, delivering it with impact, listening and being listened to, and attaining a mutually beneficial response and interaction. We ensure you attain the skills necessary to communicate effectively.

We ensure you attain simple, clear communication that garner beneficial results.

SERVICE

WHAT WE DO AND HOW YOU BENEFIT

What We Do

Through simple, clear communication, we ensure you attain the results you desire. We offer strategically aligned writing and editing, instructional design, training, and coaching that attains a maximum return on your investment. We focus on improving your communication messages and responses, and thus the effectiveness, of your:

- ◆ Executives
- ◆ Managers
- ◆ Sales and marketing professionals
- ◆ Staff

Our overall goal: for your communication to engender a positive effect on your sales and profits, solidify your market position, and strengthen your financial position.

Who We Are

Solari Communication is Rich Maggiani, communication consultant. Rich is a knowledgeable professional with over 20 years of experience in the field of communication. By applying skills and concepts from his degrees in education and business, Rich ensures that your communication strategically aligns with and enhances your financial position.

Rich's experience encompasses writing, training, presenting, and speaking skills covering corporate communication; instructional design, training, and coaching; and technical communication. He focuses on attaining the results you desire.

Rich is an experienced, principled professional.

How You Benefit

Effective communication engenders a positive return on investment. When you work with Solari, you attain this dual benefit:

- ◆ Simple, clear communication.
- ◆ Marked return on your investment.

This kind of communication benefits you in many profitable ways, such as:

- ◆ *Increased productivity* because communication is immediately understood, resulting in better performance.
- ◆ *Higher closed sales* and increased sales per customer, resulting in increased revenues, market share, and profitability.
- ◆ *Reduced opportunity costs*, as this investment in clear communication frees revenues for other important initiatives.

- ◆ *Improved competitive advantage* as superior communication increase awareness and perception of your company in the marketplace.

How do you attain these benefits? We assess your current position and determine how your communication can best be implemented. We identify your audience, write key messages, determine the best response, select the communication methods, and establish a plan. We want your communication to be well received and the results measurable.

We then identify your strategic and financial objectives, and ensure that your communication attains these objectives. In other words, we connect the effectiveness of your communication to its financial impact.