



## Solari Communication Services

*Create a profitable return on your investment*

AT SOLARI COMMUNICATION, WE ARE EXPERT IN making the complicated simple. We help create a profitable return on your investment.

Your investment in communication must attain a profitable return. At Solari, we understand this. We capitalize on the often overlooked yet vital role that simple, clear communication plays in your company's success.

Communication must be clear because the world is complicated and cluttered. Simple ensures your audience comprehends. Incorporating some humanity in your communication fosters a bond between you and your audience.

Your communication is then received as intended; you attain the results you want: increased sales, market-share, and profitability.

Our work for you embodies our fundamental principles of simple, clear communication:

- ◆ Enlighten: cohesive communication
- ◆ Convince: a step past persuasion
- ◆ Motivate: growth through passion
- ◆ Align: the potency of total focus

Ultimately, your communication must solidify relationships, attain your company's goals, and increase sales and profitability: simple, clear communication with a purpose.

### SERVICE

### WHAT WE DO AND HOW YOU BENEFIT

#### Communication Plan

Successful companies communicate better and attain many measurable benefits: increased market and shareholder value; greater commitment from employees; a more robust and inclusive corporate culture; and proactive involvement that drives corporate change and growth.

A communication plan enables your company to communicate better. The plan identifies

your products and services, your customer benefits, your brand and positioning, and your overall company goals. It directs everyone, from entry-level staff through your Board, toward a common goal, creating a clear sense of purpose.

A communication plan encompasses the resultant discoveries from a communication assessment and communication audit.

#### Technical Communication

Our technical communication services focus on meeting your goals, satisfying your customers, and increasing your profitability.

Most documentation, though well written, focuses too much on explaining content. To be most effective, your documentation must center around your audience and fulfill their needs and expectations.

We ensure that your audience quickly finds what they are looking for without wading through irrelevant information.

We employ a simple, yet incredibly powerful formula: we establish what you want to communicate, identify who your audience is, and clarify what you want them to do.

In the end, you achieve the results you want.

#### Solari Classroom

You can improve and perfect your most critical business communication skills—writing, presenting, listening, and many others—by attending and participating in our Solari classes.

To ensure that all levels of staff can immediately apply these skills, we employ a

three-tiered approach: understand the basic principles, practice specific skills in a group environment, and receive individualized instruction to assimilate and reinforce these skills.

We will customize our classes for you or create the specific class you require.

#### Instruction with Impact

Instruction with impact solves issues and creates a measurable return on investment. It:

- ◆ Targets identifiable skill sets.
- ◆ Imparts knowledge.
- ◆ Appeals to the learner.
- ◆ Immediately transfers to the job.
- ◆ Pays for itself multiple times over.

We offer a brief assessment where you can

discover specific ways in which we can work with you to solve your personnel, marketing, communication, and performance issues.

Instruction with impact benefits you in many ways and enables you to meet your goals. At Solari, we design and deliver instruction that meets all of these objectives. Whatever your destination, count on us to help you get there.