

DirectSupport

SERVICE PROFILE

**MAKE YOUR BUSINESS OFFERINGS EASIER TO UNDERSTAND AND ACCESS THROUGHOUT THE
INFORMATION SEARCH PHASE**

*A sales-enablement content system that enables your organization become digitally
accessible throughout the information search phase of your customer journey*

INTRODUCTION

Your organisation has a great deal of knowledge regarding itself.

You have a clear understanding of what you are offering and of how your services function. You are familiar with your products, experiences, programmes, and processes. Your team deals with people's questions. Your salespeople know the information they should give to prospective customers. Your customer service staff guide customers. Your management appreciates the value that you offer.

The issue is that the person you are trying to persuade doesn't always have the same level of understanding.

If someone learns about your organisation and becomes interested, they will start looking for information.

- › *They are asking you what specific thing you can provide.*
- › *They wish to find out if it is relevant to them.*
- › *They want to see how it looks.*
- › *They hope to find out how it works.*
- › *They are seeking answers to practical questions.*
- › *They are asking about the experiences that other people have had.*
- › *They wish to feel confident before proceeding to the next step.*

They now wish to get this information easily without having to call several times, wait for a reply, look through different social media sites, or ask your team about questions that have already been answered.

That's where our role begins.

We digitize the Information Search Phase for Businesses

We focus on the stage where a person is interested in what you do but has not yet decided to get involved.

This is referred to as the **Information Search Phase**.

We work to make that phase easier.

THE INFORMATION SEARCH PHASE

A search for information usually comes before every important decision. Before a customer makes a purchase, they want to understand. Before booking, a traveller would like to take a look around. Until a client decides to go ahead, they want to have their questions answered. Before a donor gives their support to an organisation, they want to see evidence. Before someone takes part in a programme, they want to know what kind of thing they are getting themselves into. Before a citizen uses a service, they would like to understand the process.

Your prospect is therefore already engaged in the Information Search Phase, whether or not your organization has deliberately arranged for it.

The important question is:

What occurs when a person begins to search for information regarding your offering?

- › *Could they clearly understand what you are offering?*
- › *Is it possible for them to see and visualise it?*
- › *Can evidence be found to give a sense of confidence?*
- › *Would it be convenient for them to have access to all that they need?*
- › *Or do they have to look up information in various places?*

For many organisations, the difficulties start here.

THE PROBLEM IS OFTEN INFORMATION FRAGMENTATION

You might already possess a website. Your social media accounts might be active. You could have brochures, presentations, videos and photographs. You might have a great deal of experience. You might have customer testimonials and positive reviews. You might have a well-informed sales or customer service team. Nevertheless, your prospective customer may still find it difficult to get to their information need regarding your offering.

Why?

The information that they need is usually fragmented. A person could come across your company on social media, but would have to visit your website to learn about your services. They might send a message through WhatsApp to enquire about prices or phone to find out how the process works. They could search through previous social media posts to get an idea of what the experience is like or ask for testimonials since it is difficult to obtain evidence. They may go to your office or arrange a meeting with a salesperson. In the end, it is up to your prospective customer to piece the information together. They are transferring from one platform to another, looking around, asking questions and waiting.

That is what we refer to as **Information Fragmentation**.

Information fragmentation occurs when the information a prospect needs to access before making a buying decision is available but spread across different platforms and communication channels. The result is simple. Your business might know precisely how good its offering is, but your prospect may not be able to find out easily enough to make an engaging decision.

WE HELP YOU CLOSE THE INFORMATION GAP IN THE INFORMATION SEARCH PHASE OF YOUR BUSINESS' CUSTOMER JOURNEY

At DirectSupport, we help you identify the gap between:

WHAT YOUR BUSINESS OFFERS

VS

What a prospective customer can actually find, understand and access.

We are referring to this as the **Information Accessibility Gap**.

Our approach begins with one simple belief:

Before you make your information available, ensure the correct information exists and is properly prepared for the prospect's information needs.

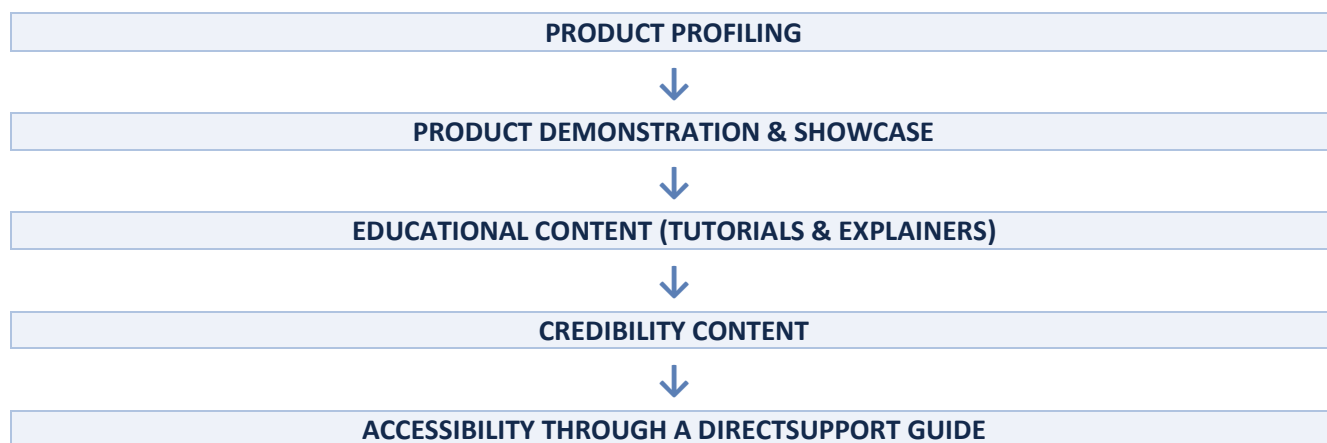
Which is why we don't just take your content and put it on a different platform. We start by considering the Information Search Phase as a complete system.

- › We determine what your prospective customer needs to understand.
- › We find out what information is already available.
- › We determine what is lacking.
- › We locate the places where your information is scattered.
- › We create the content and structure needed to take a prospect from interest to understanding, confidence, and action.

It is achieved via our **Nested Sales-Enablement Content System** called **DirectSupport**.

OUR NESTED SALES-ENABLEMENT CONTENT SYSTEM

The system consists of five connected levels. One level provides for the next. Consider referring to DirectSupport Nested system guide for more information about this system.



These different levels together make up your **Nested Sales-Enablement Content System**.

They assist us in getting your information ready before we compile it into a Digital Information Search Phase Guide (Level 5).

LEVEL ONE

PRODUCT PROFILING

In the first place, we assist you in clearly explaining what you provide.

Before a prospective customer can make a decision, they must first understand the fundamental nature of what they are considering. Your prospect wants to know exactly what your offering is, who it is intended for, what it provides, what problem it solves, why it is relevant to them, what options are available, and what they can reasonably expect when they choose to engage with you.

For many businesses, the answers are already available within the business but have never been deliberately turned into clear information intended for prospective customers. Your team knows. Your management understands it. Your existing customers may already be familiar with it. But that does not necessarily mean that a new prospect can easily find, understand or access the same information when they are searching for you.

At this level, we help you draw up clear **Product Profiles** for your products, services, programmes, experiences, or offerings. We will take your internal knowledge, separate marketing materials, or oral explanations and convert them into structured documented information that a prospective customer can understand.

The objective is simple:

People should be able to understand what you are offering when they come across you, rather than having to guess.

LEVEL TWO

PRODUCT DEMONSTRATION & SHOWCASE

We then assist you in visually showing them.

Just because something is described in words doesn't mean that one really understands it. Perhaps your prospect knows what you have to offer, but can they actually see it? Can they picture what they will get? Can they imagine experiencing it? Can they see the environment, the process, the people, the journey, or the outcome? That's precisely where the Product Demonstration and Showcase step in.

We assist you in creating content that brings your product closer to the prospect, which can include photography, video, walkthroughs, product demonstrations, experience showcases, presentations, virtual exploration, and other visual materials.

The aim is to reduce uncertainty, not just to make your business appear attractive; once your prospect knows what you are providing, they will no longer have to depend completely on imagination or promotional claims. They then start to develop their own idea of what the experience might really be like.

Our question at this level is:

Can the potential customer visually see what they are considering before they decide to go ahead?

LEVEL THREE

EDUCATIONAL CONTENT

We then assist you in explaining how it works.

A prospect might understand what you are offering; in fact, they might have visually seen it too. Yet they could still be unsure about what happens next. For example, how does the process work? How do they go about booking? What do they have to prepare? What takes place when they make the purchase? What is covered? How long does it take? What are the requirements? And what should they expect? Etc. Such questions frequently occur in the messages you send via WhatsApp, in your emails, during phone calls, and in your interactions with customer service. Your team will have to answer them every day.

Whenever the same questions are asked over and over again, it gives you the chance to develop a better Sales-Enablement Content System. We will assist you in spotting these questions and in turning the answers into educational material, such as explainer videos, step-by-step tutorials, preparation information, FAQs, and other kinds of resources. The aim is not to eliminate human interaction but rather to enable your prospect to understand information that does teaches your prospect more about the business.

It allows your team to spend more time on the kinds of conversations that require human support and enables your sales team to focus more on sales.

Our question is:

Could a prospective customer find out how your product works without having to wait for someone to explain it?

LEVEL FOUR

CREDIBILITY CONTENT

We then help you demonstrate that you can be trusted.

You might be able to explain your product, show how it works, and produce beautiful demonstrations; but in the end your prospective customer could ask:

What grounds do I have for believing that the offering could work for them as well?

Credibility plays a vital role in the Information Search Phase. When people research a business, they tend to go beyond what the business says about itself. They would like to find out what customers have to say. They want to look at actual experiences. They are interested in evidence of results. They would like to get a clear picture of your track record. They want to be assured that other people have already placed their trust in you. We assist you in identifying, recording and organising your credibility content.

It could involve customer testimonials, video stories, reviews, user-generated content, case studies, impact stories, partnerships, accreditations, certifications, awards and other types of evidence. Your business might already possess a great deal of this credibility; the issue could be that it has not been correctly recorded or made available. We assist you in getting that evidence into the Information Search Phase, so that when your prospect reaches the stage of deciding whether to trust you, they shouldn't have to conduct an extensive search for reassurance.

Our question is:

What does your potential customer see that leads them to have confidence in your company before they decide to get involved?

LEVEL FIVE

ACCESSIBILITY THROUGH A DIRECTSUPPORT GUIDE**We then put the information together in a digital environment.**

That is precisely where the DirectSupport Guide comes into play. We have researched and compiled the information your prospect needs. We have helped you define what you offer, show and highlight it, explain how it works, and establish credibility around it. The last challenge is accessibility.

A DirectSupport Guide is a structured Digital Information Search Phase that gathers all the information your prospect needs in a single, convenient, and well-organised digital environment. It becomes a place where a person can move around your business at their own pace. They will be able to understand you, explore what you have to offer, see what it's like, learn how it works, find answers to their questions, review the evidence and credibility, and then take the appropriate next engagement step.

The DirectSupport Guide isn't just a website, nor is it merely a brochure or a set of links; it is an information environment deliberately organised to address the questions and requirements of the person trying to understand your business before they make a buying decision.

HOW WE COMBAT INFORMATION FRAGMENTATION

Information Fragmentation causes unnecessary work for your prospect and your business, since your prospect has to spend time looking for information while your staff have to provide it again and again. The importance of certain details depends on who answers the query, and the quality of the explanation may differ from one member of staff to another.

A few prospects get all the information while others leave without having found what they need. We can help you lessen this fragmentation.

The first step is to find out where your information is currently located. We review your website, digital platforms, documents, sales materials, customer interactions, and existing content. From this, we determine what information is useful, what is missing, what is outdated, what is difficult to find, and which questions your team has to answer repeatedly.

We then draw up a roadmap for the DirectSupport System. This roadmap enables us to establish what needs to be:

PROFILED**DEMONSTRATED****EXPLAINED****PROVEN****MADE ACCESSIBLE**

The last DirectSupport Guide presents all these elements in a clearer and more user-friendly prospect journey.

Rather than having your prospective customer search all over the place, you provide them with a point to begin from.

OUR PROCESS

We follow a well-defined process when working with you.

WE UNDERSTAND YOUR BUSINESS

1

The first step is to identify what you are offering, who your prospective customers are, and the decisions you would like them to make.

We look at the questions they pose and the route they follow as they search for information.

WE CONDUCT AN INFORMATION SEARCH PHASE (ISP) AUDIT

2

We evaluate your business using our five-level Nested Sales-Enablement Content System.

We find out what is currently available and identify the gaps.

WE WILL CREATE YOUR CONTENT ROADMAP

3

Based on the findings, the Product Profiles, Demonstrations, Tutorials, Explainers, and Credibility Content that need to be created or improved should be identified.

WE WILL DEVELOP AND ORGANIZE YOUR SALES-ENABLEMENT CONTENT.

4

We will assist you in putting together the necessary materials so that your prospective customer can gain a better understanding of your organisation.

Where appropriate, we also identify and reuse the valuable content you already have.

WE CREATE YOUR DIRECTSUPPORT GUIDE.

5

To conclude, we assemble the pertinent information into a systematically designed Digital Information Search Phase Guide, tailored to your prospect's journey.

WHAT YOUR BUSINESS GAINS

Our work with your organisation is designed to produce not merely an increase in digital content, but a measurable improvement in how effectively you communicate your value to prospects during the Information Search Phase. Consider the scenario of a potential client who, upon discovering your organisation, initiates their own research journey: instead of encountering scattered information and fragmented explanations, they seamlessly access structured profiles, vivid demonstrations, and clear evidence of credibility through a unified digital guide. As a result, they are able to understand and visualise your offerings, have their principal questions answered without delay, and develop confidence in your credibility—all prior to making a purchasing or engagement decision. This improved accessibility and clarity mean your business can engage prospects more efficiently and persuasively, while reducing

repetitive explanations for your team. Ultimately, you enable prospective customers to move from initial awareness to informed engagement, supported by an organised, transparent, and user-friendly information environment.

What we aim to do when working with you is not simply to provide you with more digital content. What we want to do is make it easier to access. Most importantly, you give people a more convenient way to understand your offering before making a buying or engagement decision.

A DirectSupport Guide helps create a journey from:

“I have heard about this organization.”



“I understand what they offer.”



“I can see what this looks like.”



“I understand how it works.”



“I have enough confidence to engage.”



“I know exactly what to do next.”

WHO WE WORK WITH

Our approach is highly valuable for businesses whose prospects need time and information before making an engaging decision.

We primarily work with businesses in:

Tourism	Travel
Wellness	Education
Nonprofit and Development	Public Sector

We also work with other businesses whose products, services or programmes require more information before stakeholder engagement.

THE SIMPLE QUESTION WE ASK YOU

When someone becomes interested in your business, imagine they have one hour to research you. No one on your team is available to answer questions, send WhatsApp messages, explain your product, or provide guidance. Only the information you have made available can speak for you.

- › *Would they understand what you offer?*
- › *Would they be able to see it?*
- › *Would they understand how it works?*
- › *Would they find enough evidence to trust you?*
- › *Would they know what to do next?*
- › *Would they even be able to access that information?*

If the answer is not completely clear, that is the Information Search Phase gap we help you address.

DIRECTSUPPORT

YOUR DIGITAL INFORMATION SEARCH PHASE PARTNER

We help you turn business knowledge into accessible prospect information. We help you turn repeated explanations into Sales-Enablement Content. We help you turn demonstrations into understanding. We help you turn evidence into confidence. And we help you bring everything together into a Digital Information Search Guide that gives your prospect a convenient place to explore, appreciate and interact with your business' offerings.

**PROFILE IT.
SHOW IT.
EXPLAIN IT.
PROVE IT.
MAKE IT ACCESSIBLE.**

DIRECTSUPPORT SYSTEM

***Before people can choose you, they need to understand the value of
your offering.***

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