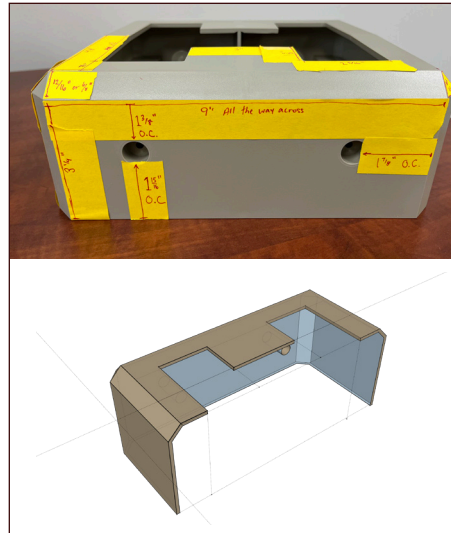
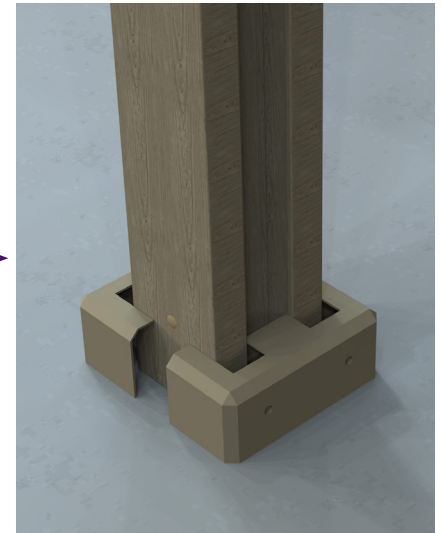


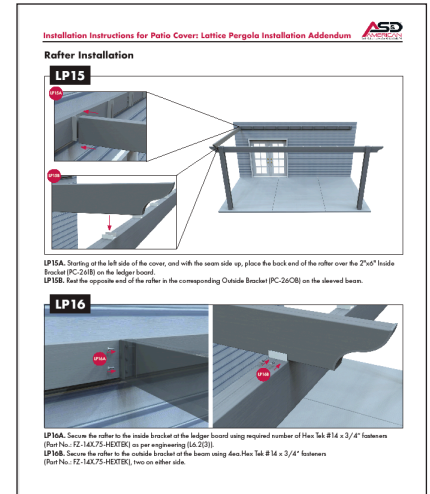
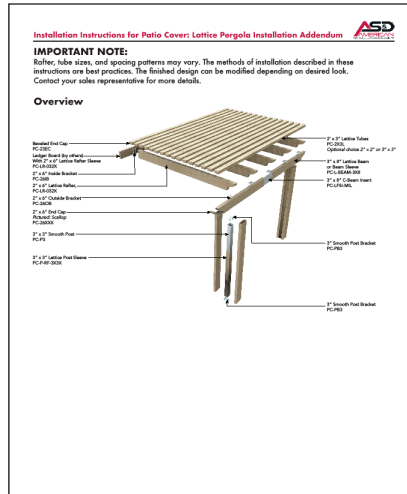
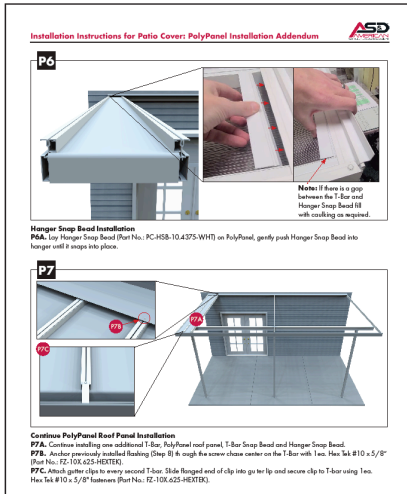
Rudimentary product sketch and notes from client.



Patio part drawing converted into CAD drawing with SketchUp software.



Final technical product rendering used to demonstrate correct application.



Client insights transformed into versatile marketing assets for use in clear-cut yet highly accurate installation instructions.

Description and Background

The client lacked installation instructions, so IMR conducted weekly working sessions with their team to extract highly technical content from various subject matter experts. We then transformed this content into clear, usable documentation, leading to a 30% increase in closed-won sales.

Services

- Cross Functional Team Leadership and Facilitation
- Product Management
- Technical Writing, Details and Renderings
- Design and Creative Services
- Sales Support and Enablement
- Go-to-Market Strategy and Facilitation
- Project Management

