

Would a North American buyer understand why this matters?

A fictional example of the PES First Impression Audit. This is not a client case study, customer quote, or performance claim.

Fictional sample only: CompassForge GmbH is invented for demonstration. The English copy, product context and findings below are examples of the type of review a buyer receives.

The sample brief

Selected asset	Homepage hero copy for a fictional German industrial-automation manufacturer.
Target reader	North American plant, operations and sourcing leaders.
Business goal	Earn a qualified first conversation with a buyer evaluating production-reliability solutions.
What PES reviews	Commercial first impression: clarity, relevance, credibility and the logical next step. Not legal compliance, translation certification or a full rewrite.

The original sample copy

“European precision for the next generation of industrial automation. Our innovative solutions combine quality, reliability and excellence for customers worldwide.”

What a busy buyer may actually take from it

The language sounds polished but gives the buyer no concrete operating problem, no reason to believe the company is relevant to their plant, and no useful next step. The words could describe almost any industrial supplier.

First-impression findings

1. Buyer problem is missing

“Precision,” “innovation” and “excellence” describe the seller. They do not tell an operations leader what problem is reduced, what decision is easier, or why they should keep reading.

2. The claim is too broad to feel credible

“Customers worldwide” is not proof. A North American buyer needs a relevant context, usable specificity, and a reason to trust the next conversation.

3. There is no commercial next step

The copy does not invite a sensible next action such as reviewing an application, comparing an operating context, or speaking with the right technical-commercial person.

Illustrative rewrite direction

“Help plant teams reduce avoidable production interruptions with modular condition-monitoring hardware designed for high-mix manufacturing environments. See where the system fits before you commit to a full equipment review.”

Why this direction is stronger: it leads with a buyer-relevant outcome, narrows the operating context, and offers a credible low-pressure next step. In a real audit, PES would adapt the language only after reviewing the actual asset, buyer and offer.

What the paid audit includes

Included	First-impression findings; commercial clarity, relevance and credibility issues; concrete rewrite examples; prioritized actions.
Not included	A full rewrite, translation, web design, implementation, legal or tax advice, or guaranteed commercial results.
Price / timing	€199 for one selected English customer-facing sales asset. Normal delivery within five business days after payment and complete materials are received.