



**“ON MESSAGE” – 5 WAYS MARKETING AND SALES
CAN KEEP FROM SCREWING UP**

**The Sales Education Channel on BrightTALK
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STAYING “ON MESSAGE”

Challenge: Making sure that your message is consistent across marketing and sales delivery channels

Recognizing that it is about “meaning” so that all prospects and customers gain consistent understanding



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STAYING ON MESSAGE

- Invest in Voice-of-the-Customer research
- Create a message map
- Embed customer language into Your Offer
- Create & Connect Marketing and Sales Approaches
- Launch, Practice, Launch



1. VOICE OF THE CUSTOMER RESEARCH

- Who are the targets you want deeper insight about
- What industry / segment are they in
- Define the topic areas for your research
- Develop a targeted, customized set of questions
- Hire an expert interviewer / researcher
- Define the set of customers to interview
- Conduct interviews
- Analyze raw interview data
- Organize into themes and key insights
- Extract key language and messages



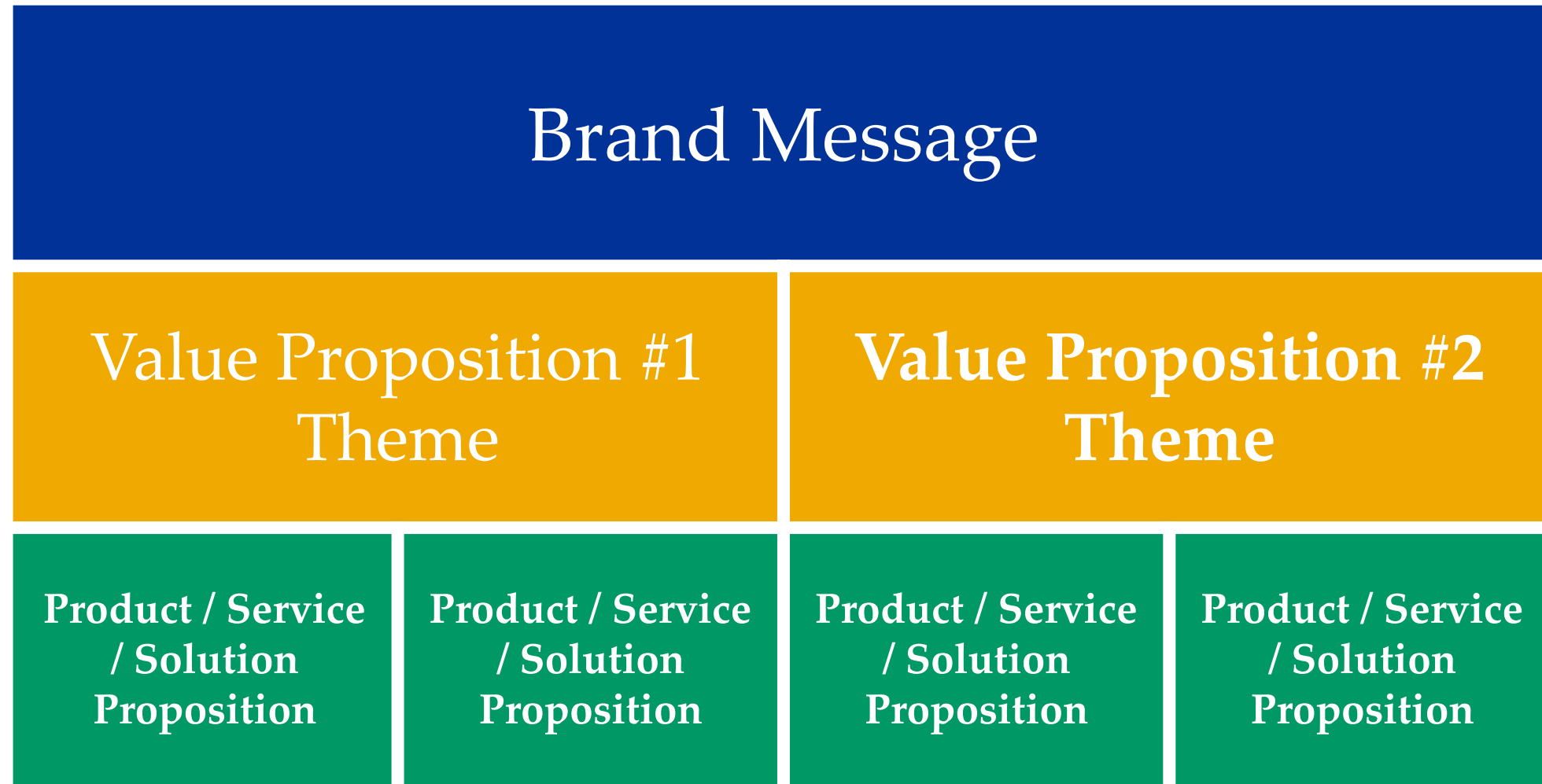
USING VOICE-OF-CUSTOMER TO POWER UP MESSAGING



VOC
Interviews

Value
Propositions

MESSAGE HIERARCHY



2. CREATE A MESSAGE MAP

Solution Name			
Solution Category			
Target Audience			
Industry / Segment			
Positioning Statement			
Value Proposition			
Product Descriptions			
Messaging Pillars			
Supporting Messages			

3. EMBED CUSTOMER LANGUAGE INTO YOUR OFFER

ISOLATE KEY LANGUAGE

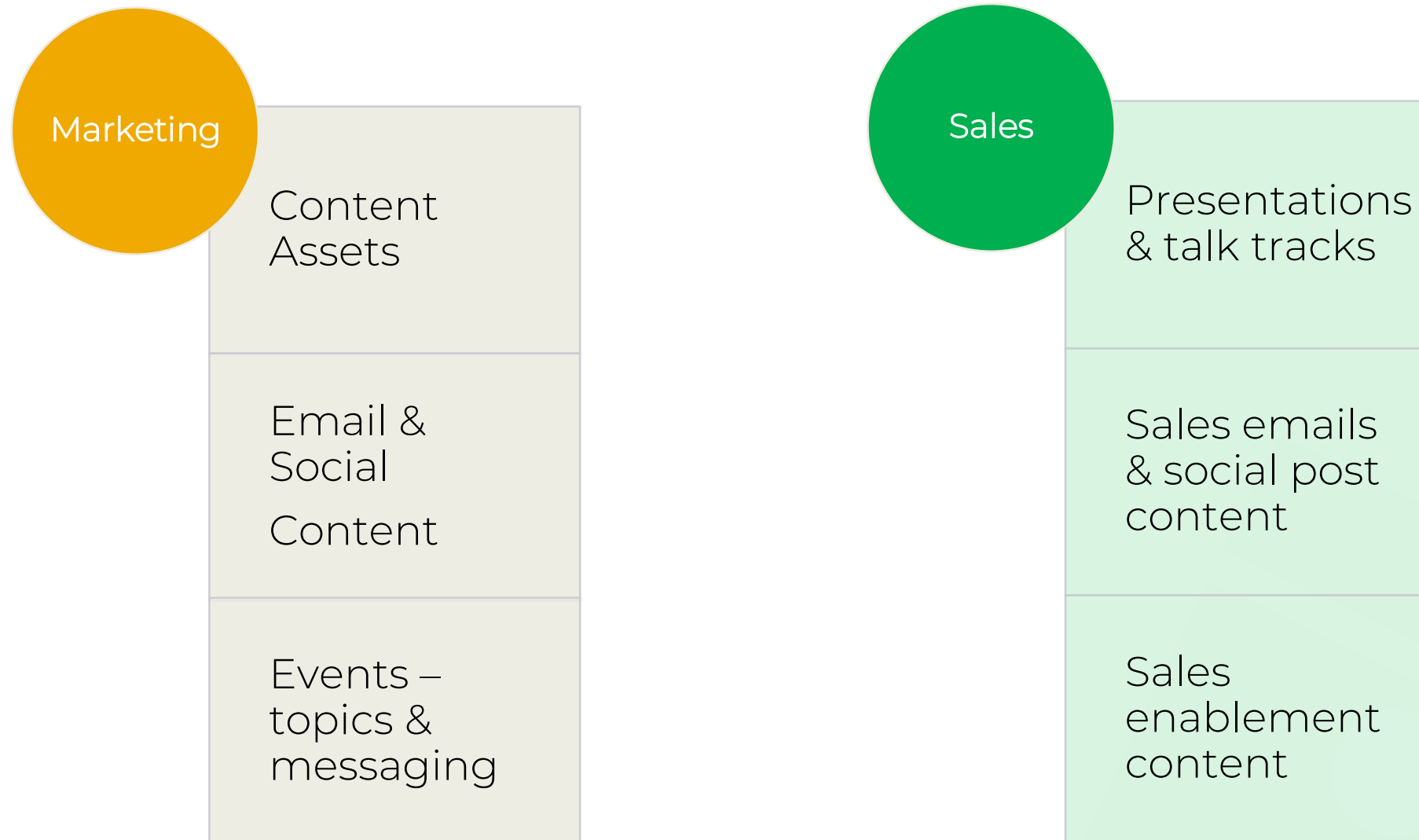
- Create a list of key words and concepts that your customers use to describe:
 - Their current state
 - The problem, goal or objective they are trying to address
 - How they describe the future state they are trying to achieve
 - Words they use to describe problems & issues
- Create a list of industry-specific language that describes:
 - Key concepts
 - Key challenges
 - Array of potential solutions

INTEGRATE INTO MESSAGE PLATFORMS

- Update/create your message map
- Review current value propositions (persona, corporate, product, service, solution)
- Decide on a value proposition upgrade or new value proposition development
- Replace standard, internal “company-speak” with selected customer language
- Check to be sure that all your “platforms” ladder up to support your overall brand message
- Assess what content assets need updating with the new customer-focused messaging

4. CREATE & CONNECT MARKETING / SALES APPROACHES

- Align **content-based messaging** (Marketing) with **conversation-based messaging** (Sales)



5. LAUNCH, PRACTICE, LAUNCH



- The first launch of your messaging is INTERNAL
- All customer & prospect facing staff
- Opportunity to review creation process
- Review all the messaging components
- Show examples of how the messaging will be used
- Do training for customer service & sales people on the new messaging and how to use
- Update all presentation materials (capabilities & solutions)
- Do presentation training for all salespeople to ensure strong delivery and consistency across the team
- Live and video practice for sales and service
- THEN DO EXTERNAL LAUNCH

ASSESSING CURRENT STATE

- Do Marketing content asset inventory
 - Evergreen content
 - Industry-focused content
 - Customizable content
- Review corporate calendar
 - Corporate “big-box” events
 - Industry events
 - Digital-only events
 - 3rd Party Events
- Do Sales content asset inventory
 - Capabilities presentations
 - Leave-behinds
 - Social & email assets

- Compare asset inventories
- Map from Marketing to Sales
- Where are there gaps?
- Does messaging logically flow from one side to the other?
- What’s missing?

WHERE TO START

Marketing

Update Website

Create Product or Service Flyers

Create Infographic
Top Issues You Can Solve

Short Video – Biz Issues, Value Drivers

Create Value Prop Versions for other
Market Segments

Sales

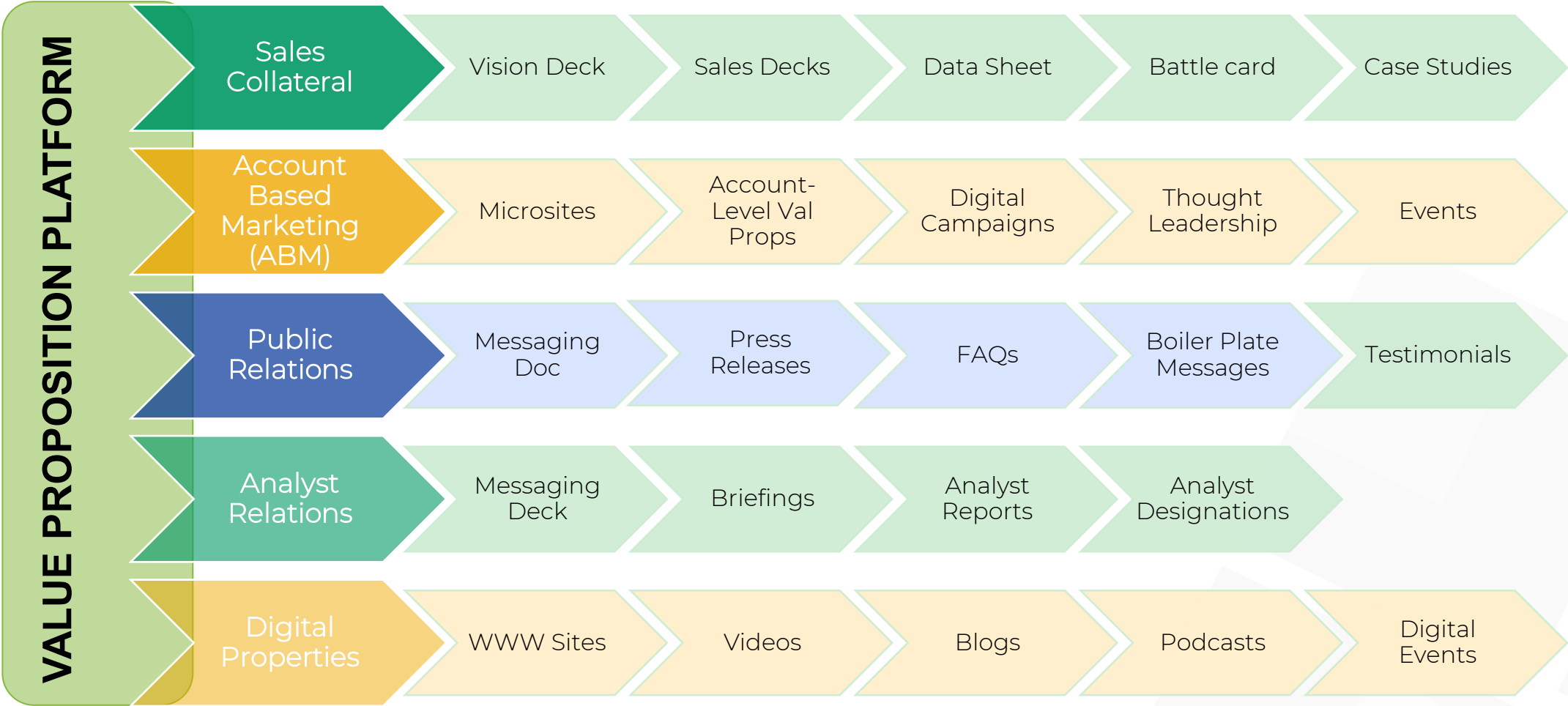
Introduction Emails & Sales Emails

Call script for phone
outreach or follow-ups

Sales Presentations

Value Prop Platform Presentation
to train Sales

SIMPLE ROADMAP TO ENSURE CONSISTENCY



THE DO'S AND DON'TS OF STAYING ON MESSAGE

DO THIS

- Do your homework!!
- Invest in VOC to be SURE you are speaking the same language
- Look to releverage existing content by upgrading/updating
- Plan for both Marketing & Sales content assets in tandem
- Test new messages with customers and with sales people
- Train, practice, practice, practice

DON'T DO THAT

- Don't assume that it happens automatically!
- Don't assume you know how customers speak and skip research
- Don't create content "islands"
- Don't assume that everyone internally will know how to use what you create
- Don't launch externally before thorough launch internally



Meet Lisa Dennis

Speaker, Author, Strategy Consultant, Workshop Leader

Lisa Dennis is a global marketing and sales strategist and consultant. She brings over thirty years of marketing and sales experience to her work with business-to-business clients. She founded the consulting firm, Knowledge Associates, in 1997 with a core focus of helping sales and marketing teams “see the world through their customers’ eyes™.” She is an expert on The Sales Education Channel on BrightTALK, and author of *Value Propositions that Sell*. You can find her at valueproposition.com.



“A one-size-fits all message fits no one.”