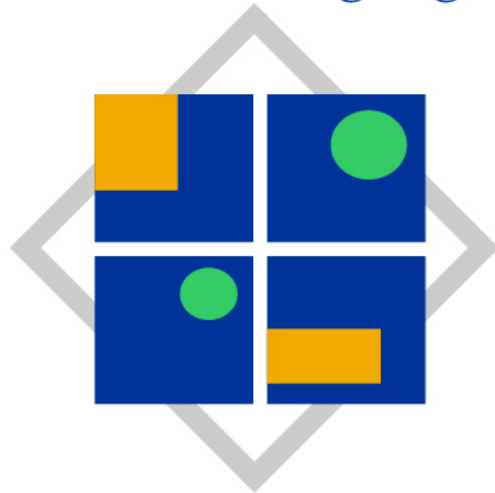


Host: Lisa Dennis, President
Knowledge Associates



the messaging



workshop LIVE

FEEDBACK FROM THE FIELD

A Sales Leader Talks about Messaging

June 1, 2021

10:00 AM Central, 11:00 AM Eastern

TOM RYAN

EXECUTIVE VICE PRESIDENT, SPR



Tom Ryan is an accomplished executive with deep expertise in IT consulting services with an emphasis on sales, channel management, relationship development and operational leadership. Skilled at assembling, motivating, and guiding high caliber teams, Tom enables individuals to find, win and deliver solutions at large, established global companies and at smaller, rapidly growing firms.

Mr. Ryan has over 20 years of management and technology consulting experience and has defined visions for national sales organizations and implemented strategies to develop client relationships. He has been a part of leading and growing multiple technology consultancies from less than \$10M in annual revenue to over \$100M with various sizes of sales teams ranging from 8 to 150 Business Development Managers.

Additionally, he has led sales at a Partner Model consultancy, building client facing sales skills into the people and culture. His ability to build lasting relationships has enabled him to effortlessly turn employees and clients into lifetime partners.

TODAY'S TOPIC:

FEEDBACK FROM THE FIELD: A SALES LEADER SHARE THEIR MESSAGING NEEDS

- Challenges with messaging
- Moving from Marketing to Sales Messaging
- Right steps to ensure adoption and consistency
- Top tips

TOP CHALLENGES

- Inconsistent core message from marketing to sales
- Every sales person develops their own message
- Focused on company and capabilities as opposed to clients and objectives
- Use company-speak instead of buyer language
- Little or no buy-in on current messaging across the company
- Messaging is aimed too low – stuck in comfort zone
- Company centric rather than OUTCOME focused

SWITCHING THE MESSAGE FROM COMPANY-FOCUSED TO CLIENT-CENTRIC

Customer Interviews & Persona Development

Phase 1.

Qualitative interviews with internal stakeholders

Phase 2.

Qualitative interviews with clients
Develop Personas

Phase 3.

Competitive Messaging Scan
Value Prop and Content Strategy Workshops (5)

Content Creation & Sales Enablement

Phase 4. Website Update

Company Capabilities Presentation Created

Sales Team create talking points

Phase 5.

Sales Team Video Practice

Delivery Team Video Practice

Phase 6.

Live Presentation Practice

- Sales Team
- Delivery Team

INTEGRATED MESSAGING - INSTALLED

Marketing
Messaging

Buyer Focused Value Propositions
Personas
Product / Service Offering (Data sheets)

Offer Storyline(s)
Digital & Print Content Assets
Capabilities Presentations
Thought Leadership Content

Sales
Messaging

Value Proposition Cheat Sheets
Offering Sales Kit
Sales Presentations (deck & notes)

Discovery Questions
Competitive Battle Cards
Case Studies & Testimonials
Content Map - usage by sales stage

Sales
Enablement

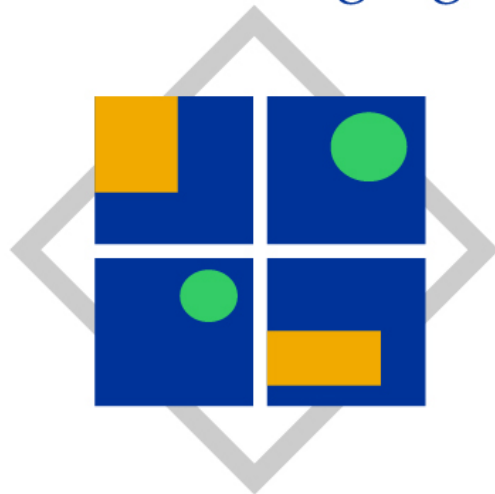
Sales Messaging & Usage
Discovery Process
Question Based Selling

Video Roleplays
Individual Coaching (live or video)
Team Coaching

TOP TIPS

- Marketing & Sales need to develop messaging TOGETHOR
- Get clarity on the right buyer targets
- Confirm their needs in their language
- Draft the message and test with clients before finalization
- Salesify the messaging as a group – not individually
- Practice for everyone – from leadership to sales reps to delivery personnel
- Update key content assets (web, presentations, proposals, recruiting materials, sales materials)

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May 5, 2021

10:00 AM Central, 11:00 AM Eastern

JUNE SHOW

CMOs Share What's Working and What's Not in B2B Messaging

[The Messaging Workshop - Live! - Episode 6 \(brighttalk.com\)](https://www.brighttalk.com)

www.knowledgence.com

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