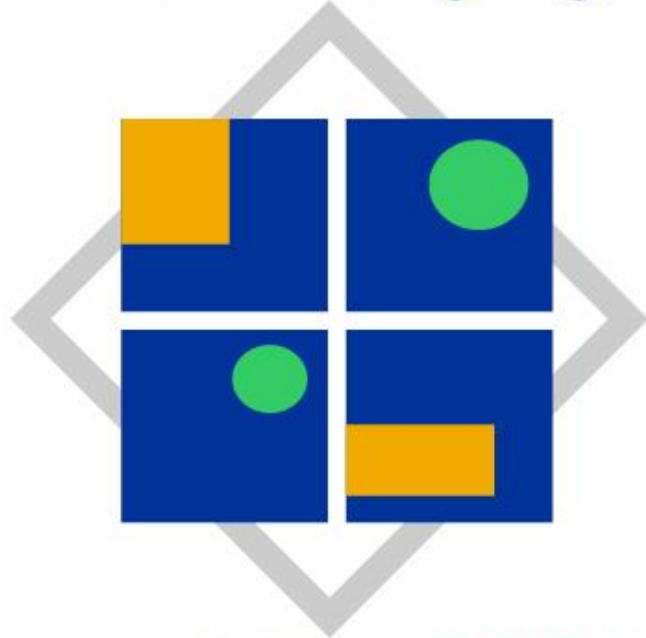


the messaging



workshop LIVE

First Tuesday each month on



Hosted by:
Lisa Dennis
President, Knowledge





Linked In: www.linkedin.com/in/carynkopp/
twitter: @chiefdooropener

<https://www.koppconsultingusa.com/contact-us/>

Caryn Kopp, Chief Door Opener

Author: *Biz Dev Done Right*

Founder: *Kopp Consulting, LLC*



Sales Outsourcing
Provider of the Year
KOPP CONSULTING, LLC



Initial observations about messaging?

Marketing



Heavy product or service focus



Unclear target audience (everyone?)



Not enough “value”



More focus on “pain” rather than advantage

Sales



Jump to pitch too quickly



Not set up for an actual conversation



Not enough “value”



Sounds too salesy

What is typically missing in marketing & sales messaging?

Providing too much information about the product/service or company

Not describing value from the buyer's perspective

Providing a "stand-out" need or capability or approach

Failing to identify what's different about them

the messaging



workshop LIVE

What are the key aspects that you believe are essential for sales messaging?

The Five Planks of Door Opening Success – Kopp Consulting

- The Right Target – and understanding who they are
- The Right Sales Message – compelling, focused, differentiated
- The Right Answers for Objections
- The Right Hunter – need someone capable of “opening” a door
- The Right Execution – including enough time spent on getting the doors open

Ideas to help marketing and sales to deliver better integrated messaging?

- Recognizing that we need BOTH marketing & sales messaging
- Bring the concept of value from organizational (marketing) to individual (sales) into messaging
- Language + delivery = outcome
- Align on target identification and understanding of who they are and how they behave in a sales situation
- Make target universe narrower to give your messaging more impactful
- Get rid of buzz words, jargon, fluff, acronyms, vanilla language
- Update and align your messaging often – needs to be fresh
- Get outside help from messaging expert – either review or develop to save time and capture opportunities