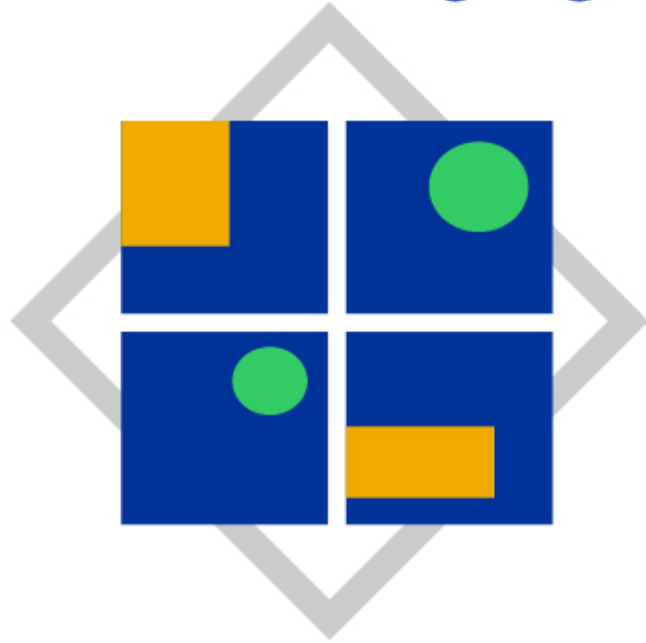


the messaging



workshop LIVE

First Tuesday each month on



Hosted by:  
Lisa Dennis  
President, Knowledge



# Agenda

- Why this show?
- What are we going to talk about?
- What are you going to walk away with?
- The Show Guide

# Why this show?

- My **obsession with value propositions** extends into messaging
- Frequently experience **disconnects between marketing and sales**
- Marketing and sales messaging are **connected but distinct**
- Buyers want and need a **consistent story** to decide in your favor
- That **isn't automatic** and it doesn't happen often enough
  
- **So let's get to work!**

# What are we going to talk about?

**Q1**

**Let's Get Started**

**The Messaging  
Workshop - LIVE  
Kick off**

**Campaign messaging  
that drives buyer  
engagement**

**Taking it to the Account:  
the finer points of ABM  
Messaging**

**Q2**

**Let's Get Specific**

**Channel Partners:  
Getting them to  
talk YOUR talk**

**Feedback from the Field:  
Sales Leaders Share their  
Messaging Needs**

**CMOs share what's  
working and what's  
not in B2B messaging**

**Q3**

**Let's Adjust**

**Connected but Different:  
Marketing & Sales  
Messaging**

**Messaging Research:  
what senior marketing  
and sales leaders  
told us**

**Standing out from the  
Competition:  
Opportunities to  
Differentiate**

**Q4**

**Let's Close Strong**

**Before & After –  
Integrated Messaging for  
Marketing and Sales**

**Building Your 2022  
Messaging Playbook**

**The Messaging  
Workshop  
Year in Review**


# What are you going to walk away with?


- Ideas from practitioners
- Tips to improve your own messaging
- Better alignment with marketing and sales
- Examples to help guide you
  
- Do you want more? **What else?**

# The Show Guide

## Schedule of 2021 Shows

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**Show Guide**  
The Sales Expert Channel  
on  BrightTALK  
1st Tuesday - every month

workshop LIVE

**Host:** Lisa Dennis, President, Knowledge Associates

Landing a deal depends on relevant, consistent messaging to prospects in their language about their priorities. Join Lisa Dennis, author of *Value Propositions that Sell*, and her guests to talk marketing and sales messaging that drives results.

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- 1** **The Messaging Workshop LIVE Kickoff - January 5, 2021**  
Introduction – purpose and objectives of the monthly workshop, announce line-up of topic and speakers.  
<https://www.brighttalk.com/webcast/14877/456747>
- 2** **Campaign Messaging That Drives Buyer Engagement - February 2, 2021**  
How to zero in on the right message and words at the campaign level.  
<https://www.brighttalk.com/webcast/14877/457615>
- 3** **Taking it to the Account – the Finer Points of ABM Messaging - March 2, 2021**  
How does ABM impact messaging at the account level?  
<https://www.brighttalk.com/webcast/14877/457618>
- 4** **Messaging for Your Channel Partners – Getting Them to Talk YOUR Talk - April 6, 2021**  
How do you pull messaging through to channel partners to get them to communicate and sell your offerings?  
<https://www.brighttalk.com/webcast/14877/457619>
- 5** **Feedback from the Field: Sales Leaders Share their Messaging Needs - May 4, 2021**  
Getting Sales Messaging right – a look at the challenges and successes.  
<https://www.brighttalk.com/webcast/14877/457621>
- 6** **CMOs Share What's Working and What's Not in B2B Messaging - June 1, 2021**  
CMO feedback from research interviews – what kind of challenges & successes are today's CMOs having with messaging.  
<https://www.brighttalk.com/webcast/14877/457623>

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- 7** **Connected but Different: Marketing & Sales Messaging - July 6, 2021**  
Determining the differences between marketing & sales messaging and how to integrate them.  
<https://www.brighttalk.com/webcast/14877/457625>
- 8** **Messaging Research Review: What Senior Marketing and Sales Leaders Told Us - August 3, 2021**  
Discussion on what marketing and sales leaders have shared from our recent research – areas of focus and change.  
<https://www.brighttalk.com/webcast/14877/457629>
- 9** **Competitive Messaging - Opportunities to Differentiate - September 7, 2021**  
How to figure out where the messaging opportunities are by looking at your competitor's content.  
<https://www.brighttalk.com/webcast/14877/457631>
- 10** **Before & After – Integrated Messaging for Marketing and Sales - October 5, 2021**  
Client spotlight – how did we extend the messaging through marketing to sales and deliver consistent, buyer-focused communications.  
<https://www.brighttalk.com/webcast/14877/457632>
- 11** **Building Your Messaging Playbook - November 2, 2021**  
Getting ready to hit 2022 with an integrated messaging framework.  
<https://www.brighttalk.com/webcast/14877/457634>
- 12** **The Messaging Workshop - Year in Review and the Year ahead - December 7, 2021**  
What did we learn in 2021 and what will we do differently in 2022.  
<https://www.brighttalk.com/webcast/14877/457636>

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# The Show Guide

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