



Live workshops with the expert on sales messaging, **Lisa Dennis**, and her guests.

The **first Tuesday of every month** at **8am pacific / 11 am eastern** time

the messaging



workshop **LIVE**

## Workshop Retrospective 2021

Exclusively on  
**THE SALES EXPERTS**  
CHANNEL

# Campaign Messaging That Drives Buyer Engagement

How to zero in on the right message and words at the campaign level.

February 2021

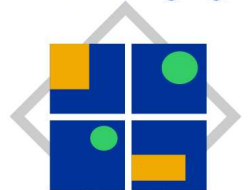




What do you see as the top messaging challenges in 2021?

- A. Who owns the messaging?
- B. Disconnect between what product marketing wants to say and what buyers want to hear
- C. Not all products are created equal
- D. Messaging roll-up – product to buyer to brand
- E. Shadow campaigns

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# QUICK TIPS

- **Get targeted** – who are you REALLY trying to reach?
- **Get to the point** – only what buyers think is important
- **Get Focused** - customer point-of-view first and last
- **Get Simple** - familiar language, not technical or obscure
- **Get Comfortable** - Keep language informal, not “marketing speak”
- **Get Brainstorming** - Aim for original, stand-out message
- **Get Human** - Consider some humor
- **Get Integrated** – build message that works for both marketing and sales



# Things to consider



Size of organization



Siloed or not



Level of marketing & sales maturity



Who owns messaging?



What types of conversations



What discipline “leads” with customer?



Prospect / customer knowledge



Partner integration

Across the Buyer's

Entire Journey

# Taking it to the Account – the Finer Points of ABM Messaging

How does ABM impact messaging at the account level?

March 2021

# Hierarchy of messaging

- Important because it pulls up back to brand and underlines it
- Can pull back up to CEO level
- Keeps everyone's story integrated
- Product & solution messaging is not "account-focused"
- How do you contextualize the message for that account/s?

Your proposition hierarchy: example



# Top Tips for Strong ABM Messaging

1. Contextualize it to the customer / If you don't how – TALK TO THEM
2. Align it with your overarching brand proposition
3. Workshop the messaging – it's a team sport
4. Start outside of the account – and then go in – not the reverse
5. Kill too technical or fluffy or generic or vague language
6. Think about adding a picture or graphics or numbers, etc.
7. Take the messaging and enable for sales – and make it their own, but keep the message consistent
8. Launch messaging internally before externally
9. Make sure Sales buys in – or they won't amplify your content messaging in sales calls
10. Version for key personas or industries: one-size does NOT FIT ALL!





# Messaging for Your Channel Partners: Getting Them to Talk YOUR Talk

How do you pull messaging through to channel partners  
to get them to communicate and sell your offerings?

April 2021



# Key Steps For Launching Partner Messaging – Internal And External

- Buy-in is really important
- Layout the messaging framework so it's understandable to everyone
  - Well defined target audience – key decision makers, influencers
  - Review ideal customer profile – adjust messaging to fit
  - Define types of messaging needed – how many, formats and content types
- Pull together an internal committee of users of the messaging to review and update
- Pull together a representative audience get their input
- Incorporate the feedback (all salient points, agree or disagree with any of it?)
- Get your corporate approvals, roll out to the channel
- Make sure your own sellers have it and understand how the partners will be using it

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

Getting Sales Messaging right – a look at the challenges and successes.

May 2021



# Switching the Message from Company-Focused to Client-Centric



# 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

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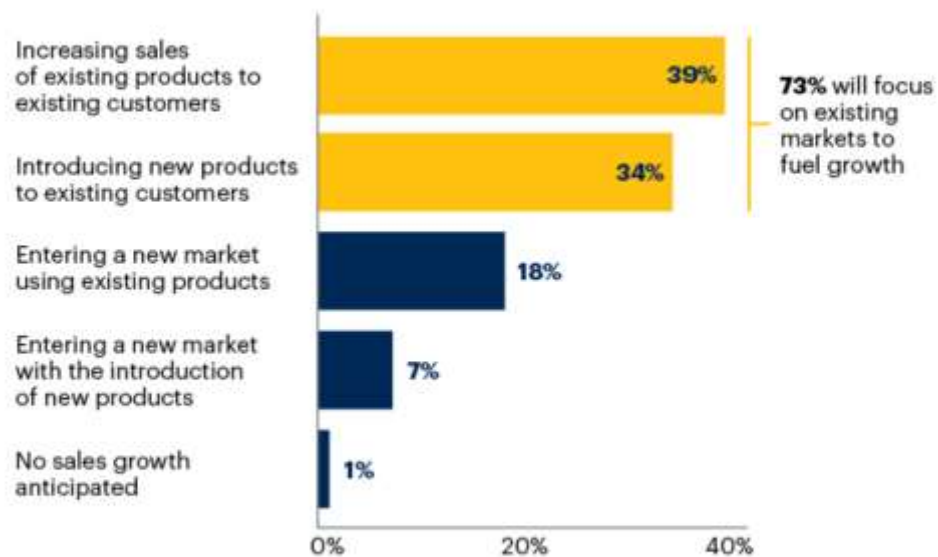
# CMOs Share What's Working and What's Not in B2B Messaging

CMO feedback from research interviews – what kind of challenges & successes are today's CMOs having with messaging.

June 2021

# What are CMOs focused on right now?

## Primary strategy to fuel growth into 2021



[gartner.com/SmarterWithGartner](https://gartner.com/SmarterWithGartner)

n = 381 marketing leaders  
Q: What is your company's primary strategy to fuel growth into 2021?  
Source: CMO Strategic Priorities Survey, 2020-2021  
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**Gartner**

- Recovery
- Revenue generation
- Penetration
- Cross-sell & upsell

## What does that mean for messaging?

- Increased messaging focus
- Clarity & consistency
- Telling the right stories
- Increased account & buyer focused messaging

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# TELL OUR STORY BETTER

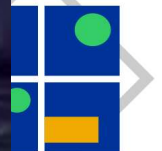
*As marketers and communicators, we have got to tell our story better. If we can just be that voice of our customers, then that is an incredible role of change that marketing can play within an organization....We do have to stop segmenting between B2B and B2C. As we market, as we tell a story, recognize that everybody is a consumer. All of your end-users are the #1 influencers in decision making and we need to make sure that is at the forefront of shaping our technology and our marketing strategies.*

*Alicia Tillman  
CMO, SAP*

<https://www.forbes.com/video/5727448854001/>



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# Connected but Different: Marketing & Sales Messaging

Determining the differences between marketing & sales messaging and how to integrate them.

July 2021



# 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 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

# Competitive Messaging - Opportunities to Differentiate

How to figure out where the messaging opportunities are by looking at your competitor's content.

October 2021

# COMPETITIVE MESSAGING SCAN

A KEY INGREDIENT TO ENSURE DIFFERENTIATION

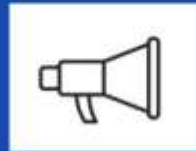
KNOWLEDGENCE.COM

## FOCUS

Identify the key points that represent the overall focus of messaging to their target audiences.



## TAGLINE



What resonates about the phrase that sums up the tone and premise of their messaging? How does it relate to their company and/or their offerings?

## KEYWORDS

Identify the words or concepts that have the most significance. What do they repeat or expand on?



## POSITIONING



What is the basis of their message strategy: price, product/service characteristics, quality, use or application, competition?

## VALUE PROPOSITION

Try and isolate the VALUE for the BUYER from the product or service or solution offering in their statement.



## BRAND QUESTIONS



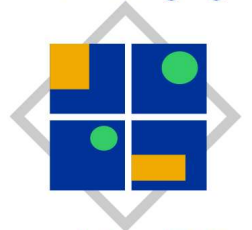
- What is their story?
- Who are their ideal customers?
- How do they address how their prospects feel?
- How are their core values expressed in their messaging?
- What do they say about their competition?

## DIFFERENTIATORS

What are the key points of difference of their offerings or organization? What stands out? What gaps or opportunities are there for your messaging?



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# Building Your Messaging Playbook

Getting ready to hit 2022 with an integrated messaging framework.

November 2021



# Messaging PLAYBOOK

## Design Factors

- Engagment
- Encoding
- Storage
- Retrieval

# Modular

Assembled by Audience

### AUDIENCE

01

**Marketing** - Brand, Solution, ABM  
**Sales** - Inside, Field, Regional, Global  
**Agency**: Ad, PR, AR, Digital, Web

### FORMAT

02

Documents      Modular  
Templates      In-context  
Portal, mobile    On-demand  
Interactive

### Marketing

03

- Messaging Framework
- Brand messaging
- Mission / Vision
- Themes
- Personas
- Buyer Journey Map
- Product/Service/Solution
  - Value Propositions
  - Positioning
- industry messaging
- PR core messaging
- Stories - Customer Success

### Sales

04

- Brand messaging
- Themes
- Personas
- Sales Plays
- Buyer/Sales Process Map
- Product/Service/Solution
  - Value Propositions
  - Positioning
- industry messaging
- Stories - Customer Success
- Capability presentations
- Sales messaging
- Contact Cadences & assets

### Content & Sales Tools

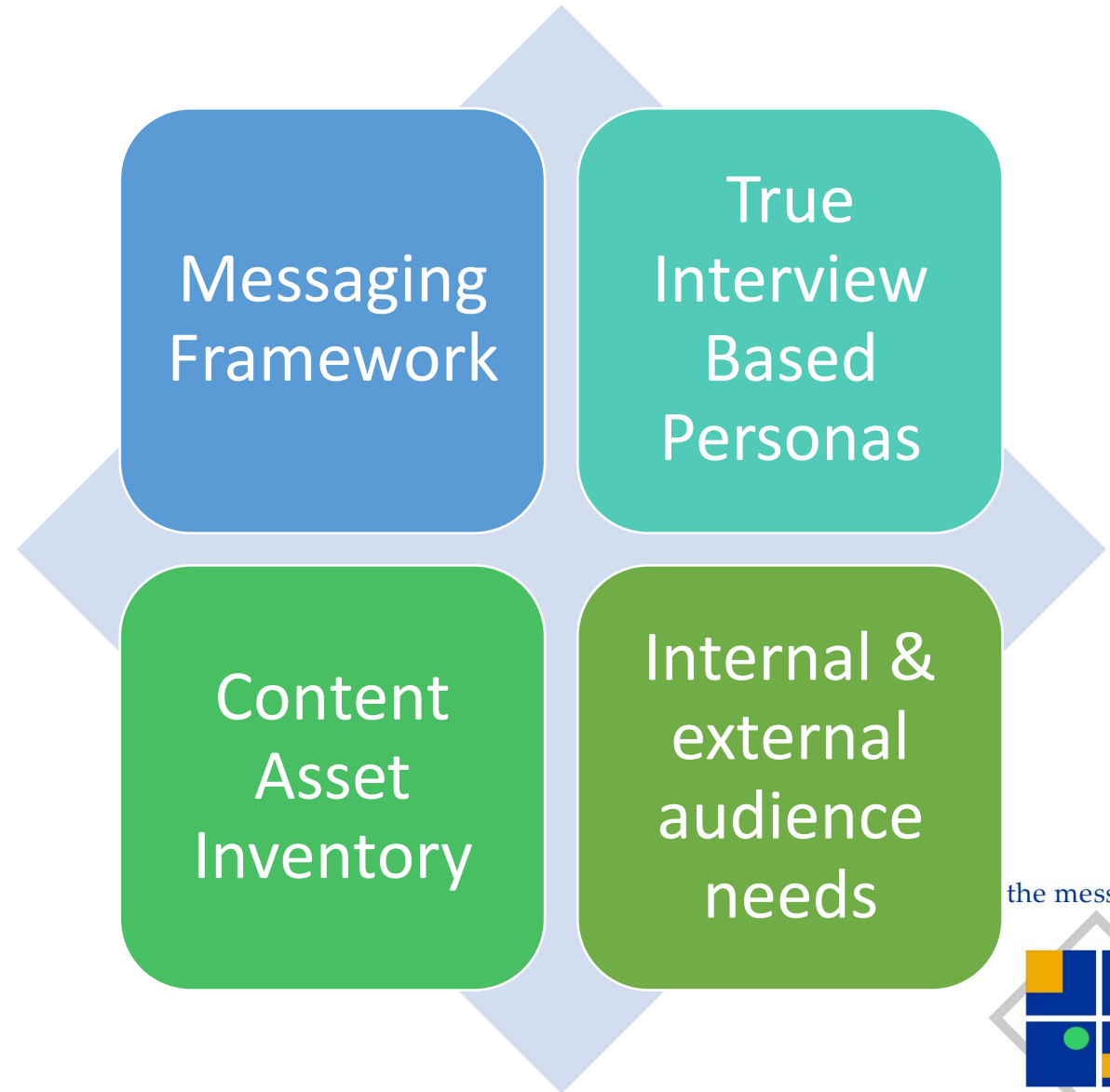
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- Customer-Facing
- Internal Sales Assets
- Interactive assets (calculators)
- Slide Repositories
- Proposal templates
- Personalized video scripts
- Discovery Questions
- Stakeholder maps



# Final Thoughts for 2021

# Take Stock



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# Strategy

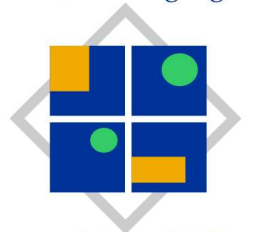
Audience/Target Strategy

Offering Strategy

Messaging Strategy

“Installation” Strategy

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# 2021 Workshop Replays



[https://knowledge.com/  
messaging-workshop-live/](https://knowledge.com/messaging-workshop-live/)

