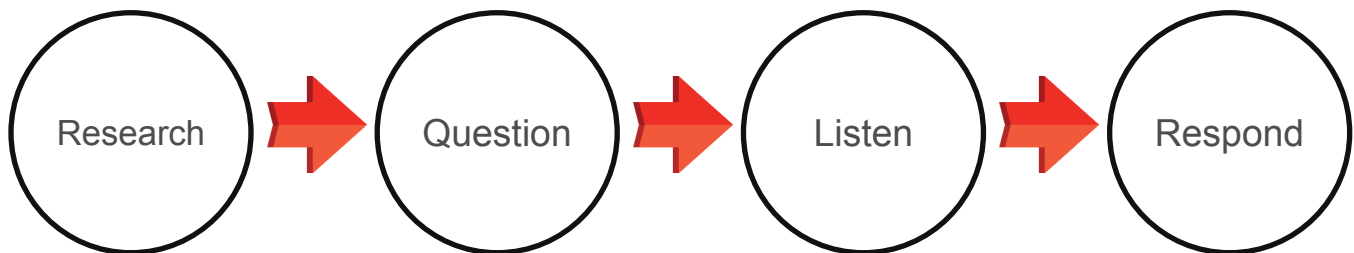


Messaging Best Practices



Getting to know your customer is crucial to determining the best messaging.

Messaging Process



Research

What is the prospect's industry and how does the company help customers?

How is the company divided? What is the role of each division? Where's the best fit?

Who is the prospect's target audience and characteristics of the ideal customer profile?

Is the company growing or shrinking? Borrowing money or cash rich?

Who are some of the prospect's customers and what are some success stories?

What are some specific company objectives?

What is the growth pattern in the industry? How are the buying patterns changing?

What events are happening that indicate a change in the prospect's circumstances, such as a new executive hire, earnings announcement, a new product introduction?

Are there other customers in similar situations that we have helped?

Question

The information you have gained from your research can then be used to ask insightful questions.

- Use known trigger events that alter a prospect's priorities to probe deeper into the buyer's challenges, goals, and environment.
- One of the biggest things to overcome in sales is losing out to the status quo. In these cases, you can ask reflective questions that encourages the buyer to think about the costs and consequences of doing nothing.
- Use the knowledge you have from your own experiences and your research to ask insightful questions. Ask questions based on your knowledge of other customers. This not only helps to spark conversation, but also shows that you have the knowledge to become a trusted advisor.
- And engage in genuine conversation.

Listen

Once the insightful questions are asked, you must remember to listen with the intent to understand. For most people, this is the hardest part.

One way to maximize your active listening skills is to listen FOR, not to, information. This helps to dig deeper into the conversation. What is missing from the buyer's reply? What concerns are expressed? What does the buyer value? What will help reach business objectives?

Respond

Only after you have researched, questioned, and listened can you appropriately respond with a message. The key to a message that resonates is one that connects our company and solutions to their issues and our ability to communicate it from the buyer's perspective.

A valuable message states the target market and establishes relevancy for the buyer.

It focuses on a business objective of the person to whom you are talking, and business objectives may vary within a business, depending on the person. A floor supervisor, for example, may want to reduce equipment maintenance costs, while the CFO wants to control operational expenses.

A valuable message has movement. The only way to move someone from the status quo to action is to show how their objectives will be met with your solution.

If possible, add provable metrics to the message. This gets the buyer calculating what effect our solution could have on the operation.

