



## customer acquisition *messaging*

### your challenge

Do your value propositions sound like everyone else's? The natural tendency is to create stories about your company and its products rather than messaging them from the customer's perspective. It's hard to break out of this trap on your own.

If you can't, then you'll unwittingly create messaging that puts you at parity with your competitors. You won't give prospects a compelling reason to do anything different from the status quo, nor will you give them any reason to decide on your solution in the short-term (rather than defer it to later or never).

### 9 out of 10

sales conversations fail to address what's most important to the prospect.

—Forrester Research

### what's going wrong?

- An inability to drive new demand or generate new selling opportunities leads to a smaller pipeline.
- Content and messages that don't take competitive market share lead to deals that are slow to close or stall without convincing an executive to invest now.
- Stories that don't make a compelling business case that moves executive-level decision-makers to buy now.

### what if you could...

- Build stories that resonate with your prospects and clearly separate you from the status quo, as well as the competition?
- Develop messages that matter to your salespeople, increasing their confidence and competence to tell a differentiated story to your prospects?
- Avoid the commodity trap by establishing a buying vision that compels your prospects to change now?

## if...

Your value propositions sound the same as everyone else's and your messages don't stand out from the competition...

You talk too much about your company and not enough about your customer...

Your opportunities stall once they reach the executive decision-maker...

## then...

You need Corporate Visions' **Customer Acquisition Messaging**: a unique approach to value proposition and messaging development, utilizing a proven process that helps you find and communicate a story that's unique to your prospect, and gets senior leaders to move deals forward, and move them forward now.

## what it is

**Customer Acquisition Messaging** provides a unique approach to developing your messaging and distinct point of view that moves executives to action. You'll also receive a professionally written **Conversation Master** source document, which your marketers can use to create campaigns and other materials to support your new message.

### information gathering phase

Your key leaders and cross-functional experts join in remote meetings to provide strategic input.

### cross-functional messaging event

Your core messaging stakeholders align around the foundational messaging elements via remote meeting. The entire cross-functional team then participates in an onsite workshop to build the narrative and create a visual that brings your message to life.

### asset refinement

Your core stakeholders work with a content consultant to polish the deliverables and prepare for organizational implementation.

### content assets

You'll get a sales-ready Conversation Kit containing interactive content aligned with the Decider's Journey and skills coaching videos situationally integrated with your message. Content from the engagement contains messages and assets to:

- **Generate Interest**, including an interactive infographic with linking emails, and a teaser video with social post.
- **Have Conversations**, including your Why Change Whiteboard to have a Why Change conversation, plus your Conversation Prompter to "flex" the Why Change and Why You conversations to fit the customer's specific situation.
- **Keep Momentum**, including e-books and e-mails that highlight your unique differentiators for solving specific business challenges.

## what you gain

- Clear points of differentiation between you and your competitors to make it easier for salespeople to sell your solution.
- Stories that convince your prospects to step away from the status quo and show how you're uniquely qualified to make this change possible.
- More meaningful executive conversations and the ability to close more deals in less time.