SOLUTION BRIEF

Deliver Compelling **Communications**

Make your Message Stick So It Drives Decisions, Not Just Conversation



Your Challenge

You've worked hard to craft a smart, differentiated message. But in the hands of a distracted buyer, even the best message can fall flat—or fade completely. Why?

Because information overload is real. Attention is short. And most sales messages are built for delivery, not for memory.

If you want your message to land, to stick, and lead to action, you can't rely on your buyer to connect the dots.

You have to design your message for impact—and deliver it in a way that drives decisions.

"Buyers forget 90% of what you say—unless you take control of the 10% that matters most."

If your message isn't remembered, it won't be repeated. And it definitely won't drive decisions.

What's Going Wrong

- Sellers focus on what to say, not on how they say it—or what buyers will remember
- Presentations are slide-heavy and forgettable, instead of simple and visual
- Openings lack energy and originality—losing attention in the first 30 seconds
- Virtual meetings fall flat, failing to create emotional engagement or dialogue

What If You Could ...

- Control what your buyer remembers, so it's you they think of then it's time to make a decision?
- Grab and hold attention with contrast, surprise, and relevance?
- Turn complex ideas into clear, visual stories that buyers repeat to others?
- Transform virtual meetings into high-impact conversations, not slide marathons?

If...

- Your sellers ramble, get lost in the details, or struggle to distill their message…
- Buyers nod along—but can't explain your value to others, or remember
- what you said vs. the competition…
- Virtual selling is the norm, but energy, engagement, and retention are low…
- You're relying on presentations to carry the message, not the person delivering it…

Then...

You need **Deliver Compelling Communications:** science-backed skills that help sellers shape what their buyers hear, see, feel, and do so the right message sticks and drives decisions.

What It Is

Deliver Compelling Communications consists of six skills:

1. Define Your Core Message

Control what buyers remember by crafting a focused, repeatable message that influences buying decisions.

2. Capture and Hold Attention

Break through distraction with techniques to ensure your key messages are heard—and remembered.

3. Focus Attention

Guide where buyers' attention is focused, so they remember the things you need them to.

4. Tell a Visual Story

Replace slides that look like everyone else's with visuals that tell a memorable story.

5. Create Insight-Based Dialogue

Move from one-way information transmission to engaged dialogues.

6. Master Virtual Meetings

Create presence and energy that break through the screen.

What You Gain

- Sellers who engage from the first moment—and keep attention throughout.
- Clear, repeatable messaging that drives internal alignment and buying consensus.
- Higher win rates in virtual and hybrid environments.
- A team that delivers not just any message—but the right one, in the right way, at the right time.