

Typical Customer Messaging Map v2-3

Lesser Influence on Customer Buying Decision



Greater Influence on Customer Buying Decision

Message Categories	Distance to Customer	Message Types	Primary Questions to Answer	Message Goals
Corporate Messaging (Mostly Descriptive)	30,000 feet	Brand Company	What does the company stand for? What products, services, and benefits does the company offer to whom?	Trust-Relationships Interest
Solution Messaging (Mostly Descriptive)	20,000 feet	Industry, Market, Market Segment	What solutions (products and services) and value do you offer?	Distinctions
Product Messaging (Mostly Descriptive)	10,000 feet	Product Positioning Statement	How do target customers distinguish the offering from other company offerings and all primary competitors?	Distinctions
		Product Overview	What does this offering do and include, how does it work and what are the key benefits?	Distinctions
		Demand Generation	Why should I consider your offering?	Leads
Sales Messaging (Mostly Persuasive)	10 feet	Opportunity Creation	Why should I change-out my current solution for a new solution?	Opportunities
		Competitive	Why should I buy the solution from your company rather than from the competition?	Orders
		Meeting Creation	Why should I meet with you?	Meetings
Sales Conversation (Highly Persuasive)	3 feet	Persuasive Conversation	"Why consider?", "Why meet?", "Why change-out?", and "Why buy from you?" for all opportunities	Create Consideration / Meetings, Opportunities, and Orders