



Smart Messaging In Tough Times

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Workshop Topics



- What is Smart Messaging?
- Is Smart Messaging Important Today?
- How to Make Your Messaging *Sticky!*
- Open-Discussion and Prize Drawing at End.

“Songs About Me”



“Songs About You!”



Why Did You Attend this Seminar?

(What Are You Looking to Achieve)?

Common Issues Around Messaging?

- We need to do a better job of *generating, cultivating* and *nurturing* leads.
- We need to deliver *better tools* for enabling our salespeople to have more meaningful *and relevant* conversations with customers.
- Our marketing messages are *aimed too low* in the buying organization
 - ✓ focused on people that can't make the buying decision

What is Smart Messaging?

Definition of “Message” and “Relevant”

Noun



message (*plural* **messages**)

1. Any concept or information conveyed by the use of (usually written) symbols.

Adjective



relevant (*comparative* **more relevant**, *superlative* **most relevant**)

1. Directly related, connected, or pertinent to a topic.

*His mother provided some **relevant** background information concerning his medical condition.*

2. Not out of date; current.

Smart Messaging: Definition



Smart Messaging is any *information or concept* conveyed by written or verbal communications That is *perceived* by the prospect or buyer as being relevant to their goals, problems or *compelling needs*.”

Who Determines What is Relevant?



The Buyer or the Seller?

Is Smart Messaging Important?

The following statistics were generated by the *Customer Message Management Forum*:

- Up to 90 percent of marketing materials created for sales support is *unused* or is *not relevant* to the customer.
- Salespeople spend *40-60 hours per month* trying to find and utilize *relevant* marketing messages to support *specific* sales opportunities.
- Only 10% of sales people do a good job at creating customer messages, leading to ineffective presentations and lower close rates.

Is Smart Messaging Important?

A recent best practices study showed companies with marketing organizations that explicitly focus on communicating on how their solutions help customers solve their problems experience:

- 25% higher quota attainment
- 20% higher win rates
- 3 times the competitive win rate
- 5 times less discounting

Shouldn't These Be Consistent?

Marketing
Messages

=



“When they are not consistent, the burden of positioning your offerings falls, by default, on the shoulders of sales people.”



CEO Scenario

Your company is launching a new product or service and trains the entire sales organization in a day long meeting. (*The next week your salespeople start calling on buyers and customers.*)

Assume you video tape three different sales people attempting to sell your new offering to the *same* title within the *same* vertical channel.

If you were to review the tapes, would you be able to determine:

- 1. If the same product/service was being sold?**
- 2. If the salespeople even worked for the same company?**



[How to Create the Best Buying Experience in B2B](#)

Recession Impact

Survey of Sales Executives/Consultants

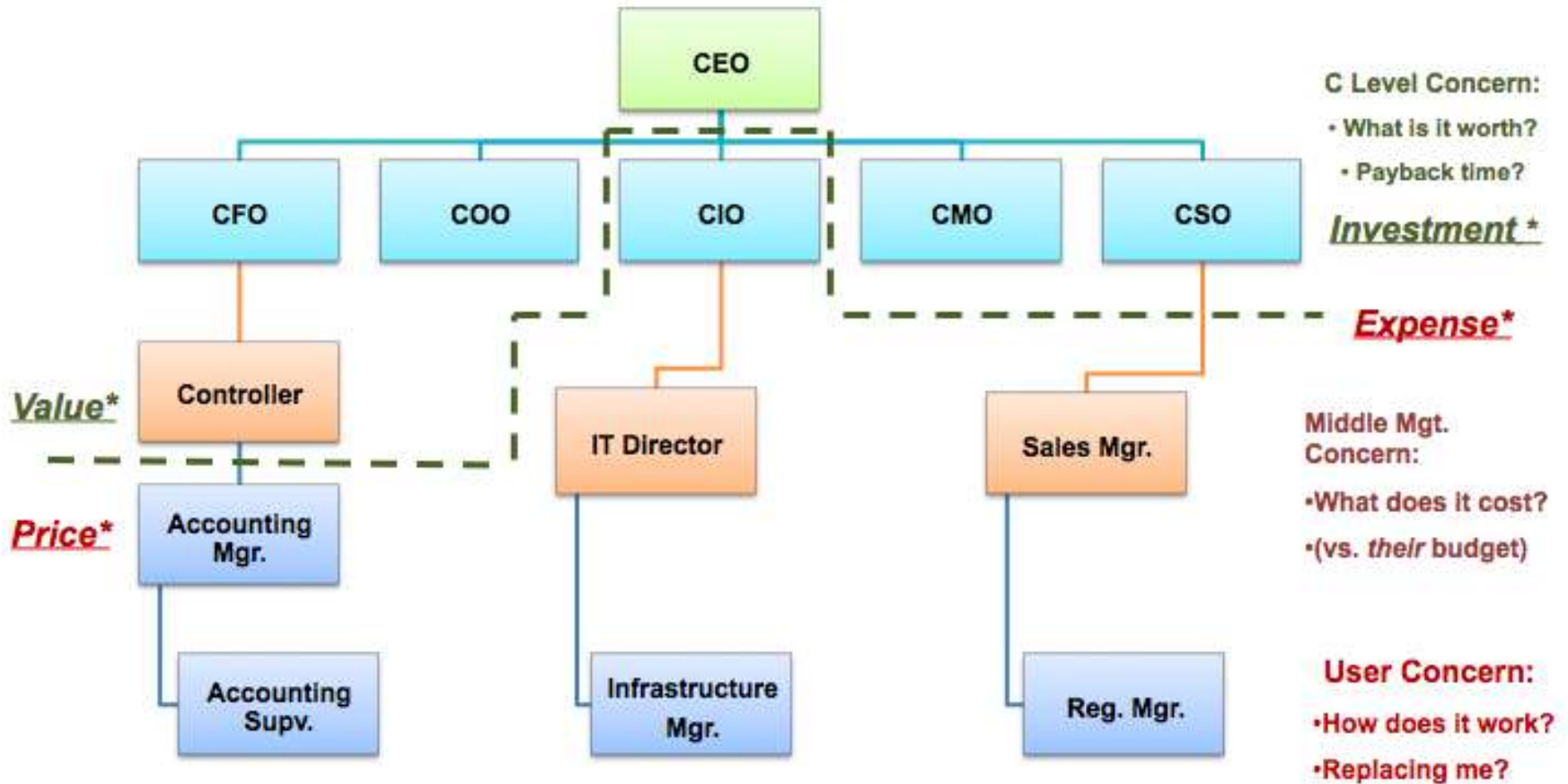
- 77% reported buying decisions are taking longer
- 52% stated buyers are purchasing less
- 41% felt buyers were demanding more price concessions
- 38% were directing sales organizations to pursue new categories of customers

[Source: Josh Gordon , Selling 2.0, Whitepaper for The Customer Collective](#)

Common Issues During Recessions?

- Our sales people are not as prepared as they could be to call higher in the organization
- The length of our sales cycles are increasing
- Buyers are requiring more value justification and are stalling out in the land of “NDI”

'Who Has Access to \$ During Tough Times?'



Presentation Paradigm

It's not about "IT", It's about what "IT" can achieve



Would you choose 500 GB for \$109 or 1000 GB for \$119, both are plug and play USB?

Is it the product features or the *usage* which determines your final choice?

Messaging Conclusions

Too few *customer-facing personnel* are able to explain how their offerings **can be used** by their customer to:

- Achieve Business Goals
- Solve Business Problems
- Address the causes/reasons that prevent customers from solving their problems or achieving their business goals

Take Away Considerations

- It's not about "*IT*", It's about what "*IT*" can achieve
- Transition from *product-feature* to *product-usage* messaging
- Think about the *specific job title* and *functional role* of the person you are attempting to communicate with
- Align your messaging with *where* your prospects/customer's are in their buying process

Questions?