

Get your story straight – with a Customer Messaging Architecture

Developing a Customer Messaging Architecture is a crucial first step towards improving marketing and sales performance. Without a Customer Messaging Architecture, it is difficult to consistently message to your target customers across all touch points. Once in place, it serves as a compass to direct all outbound marketing communication and aligns the sales team around one core set of messages.

CXO-level engagement and commitment is required to round up the right people and dedicate the time....top sales reps, key product visionaries, owners and business development will work closely in a workshop for several days and collaborate for several weeks to create the final messaging product in the following ways;

- Step 1 is to recover the Messaging Architecture in a 1-2 day workshop; typically this is lying in bits and pieces on Websites in presentations and in people's heads. Developing Positioning Pillars and contextually relevant Win-Themes around how the product creates value for users is an intense and exhaustive period of brainstorming, negotiation and discussion before agreement is reached....but the end-product has high value to the organization.
- The team then identifies the major industry segments and the likely target buyers.
- Having identified the targeted buyers, the next step is to postulate relevant business goals that buyers could achieve through using the products
- Once the Buyers and likely goals have been identified, process of mapping Win-Themes from the Messaging Architecture into a set of buyer-relevant conversations begins.
- Best-practices diagnostic questions are contributed from the top sales reps
- We then create a series of best-practices discussion templates for each target buyer goal.

To learn more about the Customer Messaging Architecture development, visit us at

www.admarco.net



PROOF POINT

Ajay Chowdhury, CEO EnQii
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"AMC has provided framework and process to create a new Customer Messaging Architecture which identifies our core strengths and win-themes relative to the markets we serve.

Their sales training has equipped our global sales team to engage in consultative conversations with targeted customers and qualify opportunities much more effectively.

AMC's sales-process changes enable us to better execute the sales process and forecast with far greater accuracy."

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