



Sales Messaging Development Checklist



- Clarify Buyer Targets in Advance
- Confirm Buyer's Needs & Value Drivers
- Develop Messaging WITH Marketing
- Draft Message In Buyer Language
- Test Message Before Finalization
- Socialize New Messaging with Company
- Update Key Sales Content Assets
- Develop Talking Points as a Team
- Practice new messaging delivery
- Use video to refine the team's approach