



Live workshops with the expert on sales messaging, **Lisa Dennis**, and her guests.

The **first Tuesday of every month** at **8am pacific / 11 am eastern** time

the messaging



workshop **LIVE**

Messaging Research Review:
What Senior Marketing and
Sales Leaders Told Us

Exclusively on

THE SALES EXPERTS
CHANNEL

Things to consider



Size of organization



Siloed or not



Level of marketing & sales maturity



Who owns messaging?



What types of conversations



What discipline “leads” with customer?



Prospect / customer knowledge



Partner integration

Across the Buyer's

Entire Journey

Think beyond

Trace where messaging can have an impact and improve consistency.

Consider that marketing can be the 'message translator'

- Consider every function that Marketing touches:
 - Prospect & customers
 - Sales team
 - Executive enablement
 - Recruiting
 - HR
 - Partners

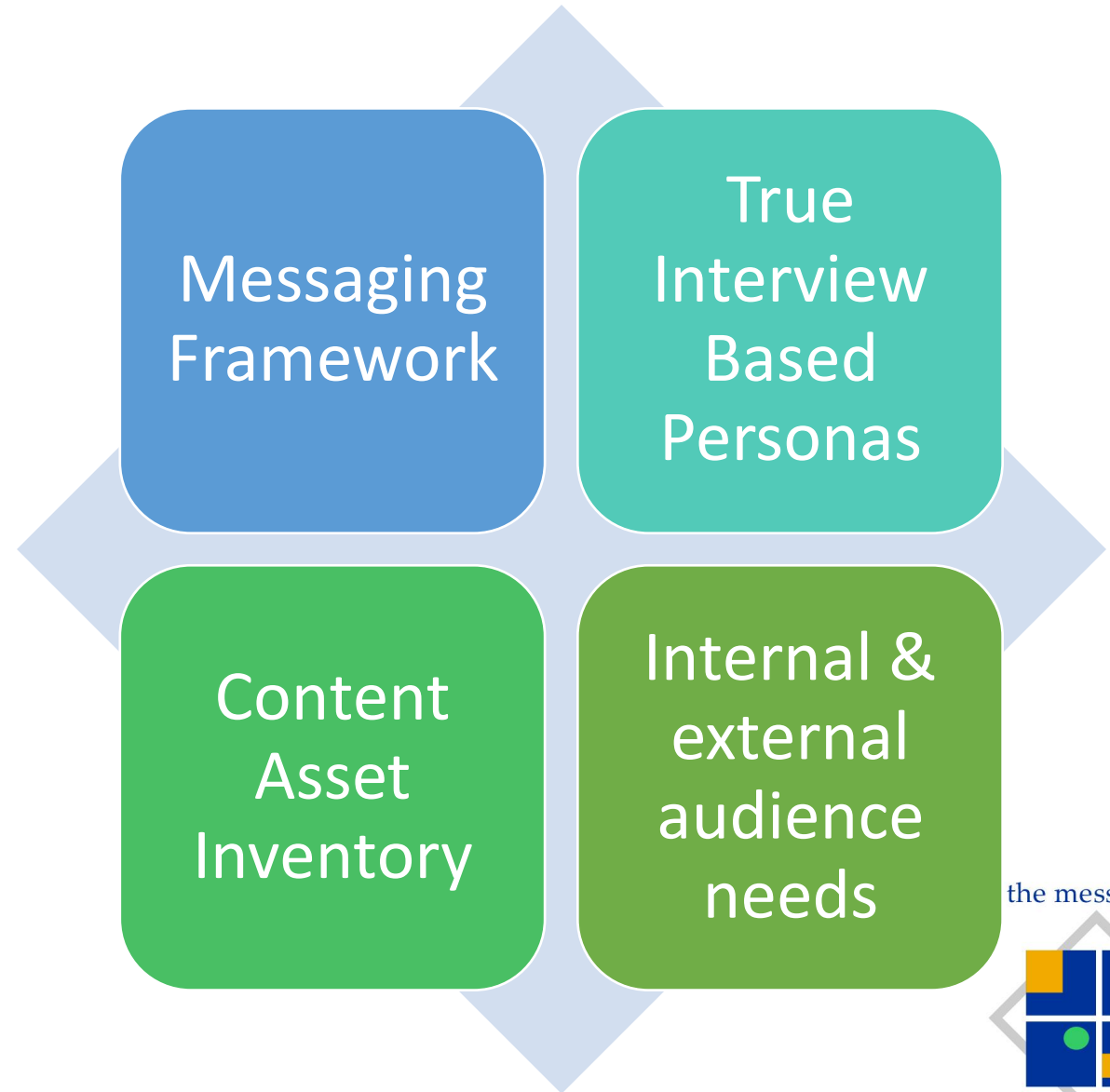


Translation

Taking the core message and framing it for each audience:

- Technologist to buyer persona(s)
- Technologist to investors
- Delivery person to salesperson
- Marketing to Sales
- Sales to Marketing
- HR to recruiters
- Corporate to media
- Technologist to market analyst
- Partner to partner

Take Stock



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Strategy

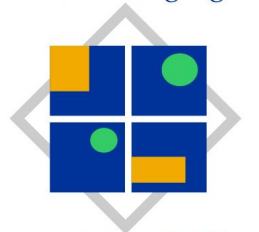
Audience/Target Strategy

Offering Strategy

Messaging Strategy

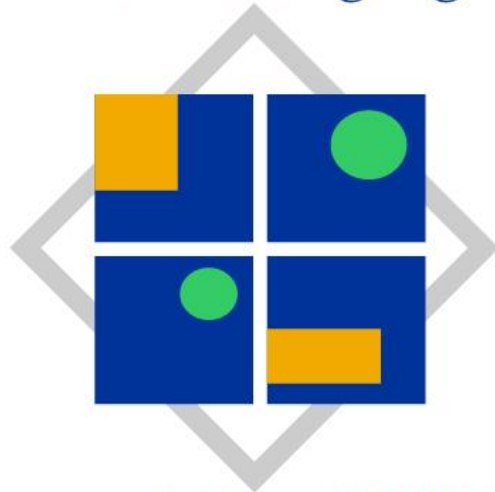
“Installation” Strategy

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October Show

*Before & After – Integrated Messaging
for Marketing and Sales*

October 5, 2021 [The Messaging Workshop- Live!-Ep 10 - Integrated Messaging for Marketing & Sales \(brighttalk.com\)](https://www.brighttalk.com)
10:00 AM Central, 11:00 AM Eastern

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