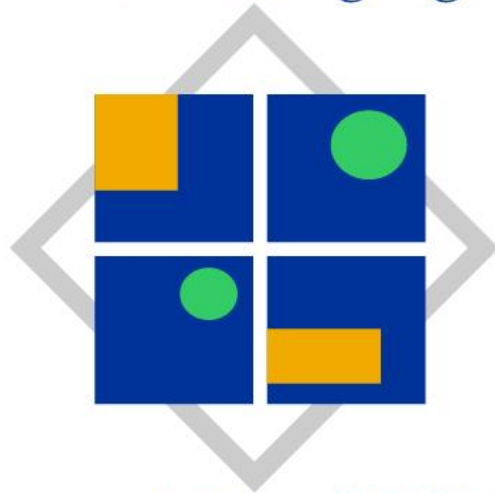


Lisa Dennis, President  
Knowledge Associates



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# JANUARY 2022

Resetting Messaging for 2022 –  
where do we go from here?

January 10, 2022  
12:00 PM Central, 1:00 PM Eastern



# Who am I?

- **Grew up in Tech – 37 years in the space**
- **Equal experience in marketing AND sales**
  - Product Manager
  - Head of marketing
  - Head of sales
  - Seller
- **23 years with consulting practice:**
  - Technology
  - Healthcare
  - Manufacturing
  - Professional Services
  - Other
- **Contact:**
- **Email: [Ldennis@knowledge.com](mailto:Ldennis@knowledge.com)**
- **Phone: 1-617-661-8250**
- **[@knowledge](#)**
- **[linkedin.com/in/knowledge](https://www.linkedin.com/in/knowledge)**



# TODAY'S TOPIC: FEEDBACK FROM THE FIELD: A SALES LEADER SHARE THEIR MESSAGING NEEDS

After two years of business and personal uncertainty, we are still in the throes of *business-as-unusual*.

- The Messaging Workshop 2022 purpose and goals
- This year's topic line-up
- Focus areas to start thinking about in your own messaging

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# PURPOSE & GOALS

Dive deeper into messaging in all of its iterations:

Increasing relevance, utilizing personas, buyer-focused value propositions, marketing messaging, sales messaging, integration & installation, content experience, playbooks

I want you to walk away with ideas, tools, and approaches you can apply to your own work.

# TOP CONTENT TRENDS FOR 2022



**INCREASE  
RELEVANCE  
FOR  
BUYERS**

Invest in persona  
research to get  
closer to buyer  
intentions &  
behavior

No piece of content  
should be an island  
– think “next”

Align your content  
for consistent &  
**CONNECTED** buyer  
journeys

**INCREASE  
ENGAGEMENT  
WITH  
BUYERS**

Get human-centric  
with story telling

Increase interactive  
content to increase  
stickiness

Go beyond text  
and get more  
visual

# FIRST QUARTER: LET'S GET GOING

## February

### *Moving from Pivot to Transformational Messaging*

- MOVE from “pivot” to forward growth by evaluating your current messaging
- LEVERAGE the pivot – extending into opportunities for continued growth
- STEP UP into transformational messaging with a live “quick-storm”

## March

### *Creating compelling stories that Buyers Care About*

- Move towards the client and away from standard case studies
- Get to the heart of a story that will really engage a buyer
- What makes an exceptional story – elements and tips

# SECOND QUARTER: LET'S GET SPECIFIC!

April

***Next Level Discovery Questions: going beyond the standard to ignite real conversation***

- Design your question strategy
- Use buyer research to embed in your questions
- Transform standard discovery questions into NEXT LEVEL conversation drivers

May

***Calls-to-Action – What works to increase buyer engagement***

- Clarify the action you want to create
- Evaluate standard CTAs – what works, what doesn't?
- Leveraging your buyer research to develop CTAs with meaning

Jun

***Why I Hate Elevator Pitches – and how to improve them***

- The different types of pitches and how to choose the right one
- The anatomy of a great elevator pitch (and what lousy ones look like)
- How to craft pitches (if you must pitch) that are engaging



# THIRD QUARTER: LET'S ADJUST!

## July

### *5 Ways a Seller can personalize content*

- Using product/service/solution content and personalize by industry
- Extract and define the key points by title/role for simple customization
- Integrate discovery questions to drive personalized messaging

## August

### *The Art & Science of a Buyer Conversation*

- The components of a great conversation
- How to map the stream of conversations to the buyer's journey
- Embedding questions that move the conversation forward
- The DOs and DON'Ts to refine your conversational style

## September

### *Staying "On Message" – 5 Steps to stay on track*

- Move to Integrated messaging that creates a flow dialogue with a buyer
- Integrate marketing and sales messaging smoothly
- Build a messaging hierarchy that everyone can follow – including the buyer

# FOURTH QUARTER: LET'S CLOSE STRONG!

## October

### **Mastering the Message: how to “install” messaging with sales**

- How to conduct the right internal launch for readiness
- What tools are needed to achieve mastery
- How to “install the message” for consistency, no matter how buyers engage
- Getting sales involved in your external message launch

## November

### ***On the Same Page: Building an Integrated Messaging Playbook***

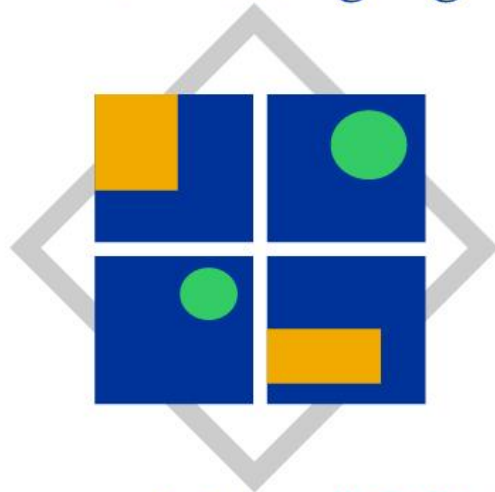
- Making the case for a single messaging playbook
- The necessary components of an actionable and practical messaging playbook
- Tips for gathering and integrating each piece of the playbook

## December

### ***Are you having a VALUE conversation with your buyers? The 2022 Year in Review***

- What we did differently in 2022 that worked
- Considerations for upgrades and changes in 2023
- Building value in every piece of content: from the web to the salesperson's conversation

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# FEBRUARY SHOW

## *Moving from Pivot to Transformational Messaging*

[The Messaging Workshop - Episode 2 \(brighttalk.com\)](https://www.brighttalk.com)

February 1, 2022  
9:00 AM Central, 10:00 AM Eastern

[www.valueproposition.com](https://www.valueproposition.com)  
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