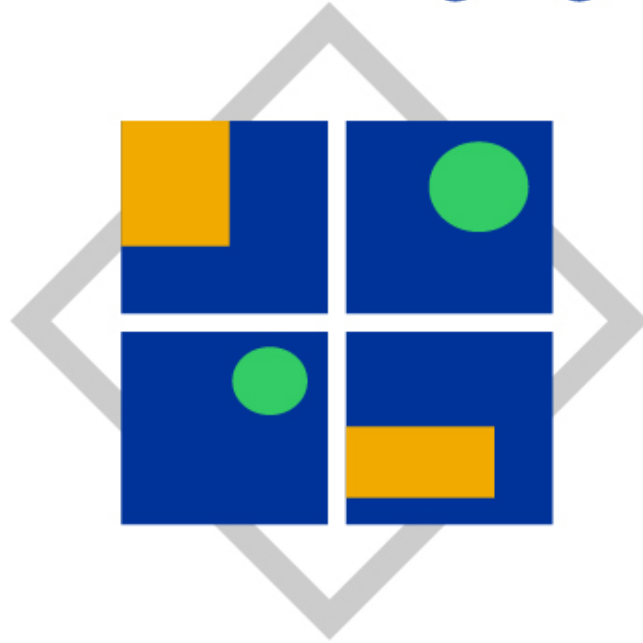


the messaging



workshop LIVE

First Tuesday each month on

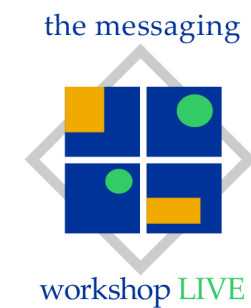


Hosted by:
Lisa Dennis
President, Knowledge



Speaker

Bio and headshot requested



Key Areas To Strengthen For Messaging To Help Partners Attract Buyers To Your Solutions

Understand that the one plus one equals three.

- Both parties need to understand why you are partnering together
- How do you fit together – Define before you train
- Assist the partner's sales team to very clearly, very succinctly and briefly communicate the value – without fluffy, marketing language

Top Weaknesses In Partner Messaging To Address

- Partner messaging isn't done at all
- Deliver the same value propositions that our direct marketing and sales people use
- Not taking the time to figure out how to make that messaging partner focused

Who Has The Responsibility To Create Partner Messaging And How Does It Actually Happen?

- Responsibility for this is shifting and varies by organization
- Partner marketing tends to be on an Island
- Connect with the lead of a content team and bring them in on the partner strategy
- Get aligned with your leadership team

Top Gaps in ABM Messaging

6. Not quantified
7. No proof
8. No differentiation
9. Not tested with actual customers / internal testing before launching
10. Not sales ready

Typical Process For Deciding On The Joint Buyer Targets Needed To Create Partner Value Props And Messaging?

- Get really clear and identify that joint ideal customer
- What is the sales go-to-market motion for both you and your partner
- Understand who selling for you and how are they selling
- Define the direct target: end user (yours or theirs), vertical industry, new target or existing target, coming from the partner customer base or yours

Starting The Partner Messaging – Who Is My Number One Most Important Target?

- Not always one person - you have to understand the buying cycle
- Depends on how organizations buy your solutions or buy your partner's solutions
- Is it an IT buyer? Or is it being sold to a line of business or a functional head
- Consider the buyer journey and all the other members of the decision team as well
- May be a multi-step process that could require different versions of the messaging

What About The Other Target Audience – Your Partner’s Sales People?

- Realize that your partner sellers area managing hundreds of other products
- You are competing every second for their attention
- Consider the “day in the life” of your partner seller
- Can you help them to identify very quickly the buyer-fit of your offering
- Keep in mind, they cannot remember every partner solution they have
- Focus on “what’s in it for them”

Key Steps For Launching Partner Messaging – Internal And External

- Buy-in is really important
- Layout the messaging framework so it's understandable to everyone
 - Well defined target audience – key decision makers, influencers
 - Review ideal customer profile – adjust messaging to fit
 - Define types of messaging needed – how many, formats and content types
- Pull together an internal committee of users of the messaging to review and update
- Incorporate the feedback
 - Have you captured all the salient points?
 - Do you disagree or agree with any?
- Pull together a representative audience get their input
- Get your corporate approvals, roll out to the channel
- Make sure your own sellers have it and understand how the partners will be using it