




**Host: Lisa Dennis, President, Knowledge Associates**

Landing a deal depends on relevant, consistent messaging to prospects in their language about their priorities. Join Lisa Dennis, author of Value Propositions that Sell, and her guests, to talk marketing and sales messaging that drives results.

Watch the show the first Tuesday of every month on [The Sales Education Channel](#) on  BrightTALK

#	MON	TOPIC	DESCRIPTION	Link
1	JAN 11	Resetting Messaging For 2022 – Where Do We Go from Here?	Starting 2022 with an overview of how we should be thinking about messaging now. After two years of business and personal uncertainty, we are still in the throes of business-as-unusual.	<a href="https://bit.ly/2022-Episode-1">https://bit.ly/2022-Episode-1</a>
2	FEB 1	Moving From Pivot to Transformational Messaging	Many organizations and entrepreneurs “pivoted” their business and messaging during the past 2 years. Time to move forward.	<a href="https://bit.ly/2022-Episode-2">https://bit.ly/2022-Episode-2</a>
3	MAR 1	Creating Compelling Stories That Buyers Care About	Storytelling sounds like a great idea – but how do you combine interest and purpose in a compelling way?	<a href="https://bit.ly/2022-Episode-3">https://bit.ly/2022-Episode-3</a>
4	APR 5	Next Level Discovery Questions: Going Beyond the Standard to Ignite Real Conversation	Compare and contrast standard, generic discovery questions to “next-level” questions focused on sales plays, key industry/buyer issues.	<a href="https://bit.ly/2022-Episode-4">https://bit.ly/2022-Episode-4</a>
5	MAY 3	Calls-To-Action – What Works to Increase Buyer Engagement?	Marketing and salespeople know that they need a call-to-action to encourage a buyer to connect. Yet too many of them are generic and not engaging. There is both an art and science to craft marketing and sales CTAs.	<a href="https://bit.ly/2022-Episode-5">https://bit.ly/2022-Episode-5</a>
6	JUN	I Hate Elevator Pitches – And Why We Need to Be Better at Them.	Let’s discuss the good, bad, and ugly of elevator pitches. It is a necessary evil but often the homework to create a good one does not get done.	<a href="https://bit.ly/2022-Episode-6">https://bit.ly/2022-Episode-6</a>
7	JUL	5 Ways A Seller Can Personalize Content.	Every sales situation with a specific account can be different. At the account level, how can salespeople take marketing content closer to prospects & customers in a meaningful way	<a href="https://bit.ly/2022-Episode-7">https://bit.ly/2022-Episode-7</a>

<b>8</b>	AUG	The Art & Science of A Buyer Conversation	Conducting a real conversation instead of a “pitchy” one requires inserting some strategy into your preparation. A small percentage of us can do this naturally – but the rest of us may need a roadmap to develop a conversation that is memorable and truly buyer-focused.	<a href="https://bit.ly/2022-Episode-8">https://bit.ly/2022-Episode-8</a>
<b>9</b>	SEPT	Staying “On Message” – 5 Ways Marketing and Sales Can Keep from Screwing Up	A one-size-fits-all message fits no one. The reality is that there are distinct types of messaging that need to be layered to gain buyer’s interest, engagement, and trust. When do you use a brand message, a product/service message, a buyer-focused message?	<a href="https://bit.ly/2022-Episode-9">https://bit.ly/2022-Episode-9</a>
<b>10</b>	OCT	Mastering The Message: How Marketing Can “Install” Messaging into The Sales Process	Giving Sales the right messaging often is not enough. Making sure that they have “mastered” the Message takes more planning, effort, and buy-in.	<a href="https://bit.ly/2022-Episode-10">https://bit.ly/2022-Episode-10</a>
<b>11</b>	NOV	On The Same Page: Integrated Marketing and Sales Messaging Playbook	Is your messaging buried in different playbooks? Or not at all? Making sure that everyone who faces a buyer is using the right message at the right time requires coordination, access to all the messaging and guidance on where and when to use what.	<a href="https://bit.ly/2022-Episode-11">https://bit.ly/2022-Episode-11</a>
<b>12</b>	DEC	Are You Having A VALUE Conversation with Your Buyers? The 2022 Year in Review	A round up of your Messaging Education – reviewing the key components to drive excellence in buyer messaging.	<a href="https://bit.ly/2022-Episode-12">https://bit.ly/2022-Episode-12</a>