



Integrating Marketing and Sales

Los Angeles, CA, September 17-18

Training Series

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Take-aways

- A personalized Customer Message Map™, with a messaging strategy for aligning marketing and sales
- Value messaging content based on the Message Map using your company's products and "best answer" solutions to customer pain points
- Sales-coaching and customer-facing collateral that map to the sales cycle
- Customer-Relevant Messaging: methods of structuring the messaging process with a repeatable method and templates

In B2B sales cycles, the customer-sales interaction is your most important marketing tool, where value is created and differentiation occurs. Traditional messaging and marketing communications can fall short in helping customers understand and make decisions about our offerings. Surveys indicate that up to 90% of traditional marketing support materials are unused in the field, leaving critical customer conversations to chance. The problem is that messages are either too high-level and fail to speak to the customers' challenges, or too low-level, filled with product features, complex specifications and conflicting value propositions.

What's needed is a messaging architecture that begins with the customer's business issues, is vetted through sales, synchronized to the customer buying process, and produces content that can be used powerfully across marketing touchpoints—including customer-sales conversations.

Customer Message Management™ is the leading approach for creating differentiated customer value messages, and using that content consistently and powerfully in sales-ready marketing communications.

Tim Riesterer, CMO, Corporate Visions, Inc

Tim Riesterer has over 20 years of experience in strategic consulting services, executive marketing and sales, advertising and communications. He co-developed the Customer Message Management approach and has led Customer Message Management initiatives for world-class companies, including American Express, Manpower, Caterpillar, FedEx, ADP, AmerisourceBergen, HP, Mastercard. He is SVP of Strategic Consulting and CMO of Corporate Visions Inc. He co-authored Customer Message Management: Increasing Marketing's Impact on Selling.



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Day 1

Customer Message Map Process and Example

Build a Customer Message Map

- Develop a messaging framework (strategy) for aligning marketing and sales

Create Customer-Relevant Messaging

- Structure the unstructured messaging process with a repeatable method and templates

Day 1 Summary and Q&A

Day 2

Write Value Messaging Content Based on the Message Map

- Map your company's products and "best answer" solutions to customer pain points

Develop Sales-Coaching and Customer-Facing Collaterals that Map to the Sales Cycle

- Discover the tools that drive and support the desired consultative best-selling practices

Evaluate Ways to Embed Customer Messaging Process into Your Organization

- Launch your new messaging and tools in a way that ensures sales usefulness and adoption

Day 2 Summary and Q&A