

Power Positioning® Consulting

DEVELOP MESSAGES THAT MATTER

Industry Fact:

Not Unique or Relevant?

Only 14% of benefits companies tout are seen as unique or relevant by their prospects and customers.

- Corporate Executive Board's Marketing Leadership Council



Business Challenge

The natural drift in companies is to create messages about themselves and their products. Organizational inertia, not intention, perpetuates this problem. It's hard to break out of this trap on your own.

You unwittingly create messaging that puts you at parity with your competitors. You don't give prospects a compelling reason to do anything different from the status quo or choose you over the competition.

How This Affects You

- It's hard to create demand or generate selling opportunities, resulting in shrinking pipelines.
- It's nearly impossible to take competitive market share, and deals slow down or even get stalled.
- You can't communicate enough value to protect your pricing and margins, allowing prospects to position you as a commodity.

What if you could...

What if you could develop messages that matter to your prospects and clearly separate you from the status quo and your competition?

What if you could develop messages that matter to your salespeople, increasing their confidence and competence to tell a differentiated story to the prospect?

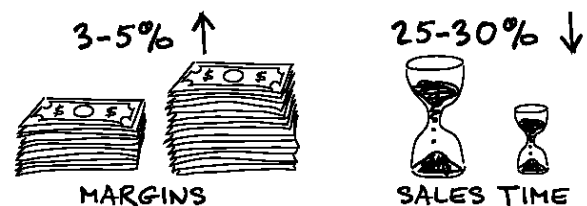
Customer Success

"No matter what we went in with—needs, questions, product features—it always came back to price."



Unable to escape price-focused sales conversations Volvo Trucks North America realized they needed a different message. They gathered a cross-functional group of directors, who, through a guided process, could see past product attributes and focus on customer needs and company uniqueness to create field-ready messages.

The results:



1. Increased price premiums by 3-5%
2. Shortened sales cycle time by 25-30%
3. Improved rep confidence
4. Expanded market penetration

"Our industry is in the perfect storm right now—the rising price of diesel fuel, labor issues, soft freight, the housing crisis—you name it. The new messaging approach is helping Volvo not only weather the storm, but come through it on top."

— EXECUTIVE DIRECTOR, SALES AND COMMERCIAL DEVELOPMENT, VOLVO TRUCKS NORTH AMERICA

If

- Your value propositions sound the same as everyone else's and your messages don't stand out from the competition...
- You talk too much about the company and not enough about the customer...
- You haven't found your uniqueness and you can't communicate value...

Then

You need Corporate Visions' **Power Positioning® Consulting** — a unique approach to value proposition and messaging development, utilizing the proven Conversation Roadmap™ process that helps you find and document where your story is important to your prospect and unique to you.

What You Gain

- You get a compelling message that challenges prospect assumptions in a positive way to create more demand and opportunities.
- Create clear points of differentiation between you and your key competitors to make it easier to sell for your salespeople and channel.
- Convince your prospects they need to do something different and align your solution perfectly to make it easy for them to buy.

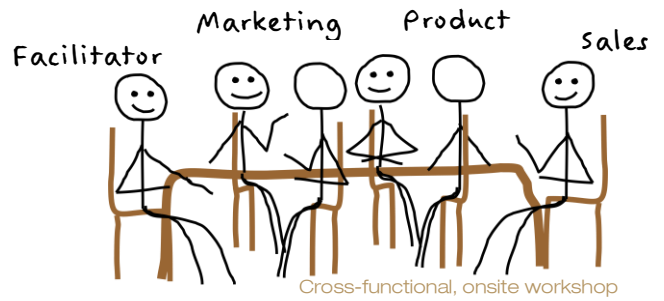
What It Is

Power Positioning® Consulting is a comprehensive approach. Corporate Visions assesses your current messaging and tools by conducting customer interviews and field sales validation. Pre-workshop eLearning transfers initial concept knowledge to attendees, leading to the main event—a cross-functional workshop. The work you do is captured and summarized in post-workshop deliverables—a Conversation Roadmap messaging source document and a Point-of-View Pitch that your salespeople can start using immediately.

Cross-Functional Input

Onsite Workshop

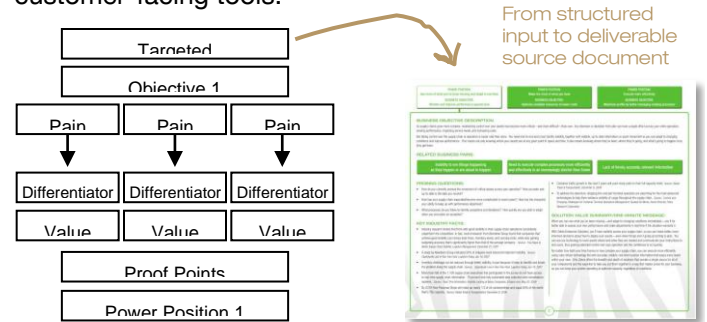
Gather your Marketing, Sales, Products and other relevant team members around the same table in a facilitated 3-day exercise proven to drive-out clear and differentiated customer messages. You will find your uniqueness, align to customer needs, attach proof points and develop a compelling storyline.



Reusable Field-Ready Messaging Document

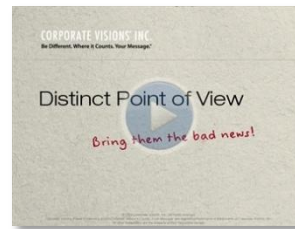
Conversation Roadmap™ with Power Positions

You get a completed field-ready messaging document that serves as your single-source of truth for your new Power Positions. It contains all the necessary messaging elements to drive a range of sales coaching and customer-facing tools.



High Impact Sales Tool

Distinct Point-of-View Pitch



Your Point-of-View Pitch follows a purposeful choreography structure: Grabber, Unknown Problem, Potential Impact, New Way and Proof.

You get a sales-ready tool called the Point-of-View Pitch, delivered as a narrated, multimedia presentation that will help you get your new message into the field with speed and impact. Virtual field sales delivery certification and coaching services are available as an add-on.

Customer Message Management System

