

WHY DO YOUR CUSTOMERS CHOOSE YOU?

Products?



Price?



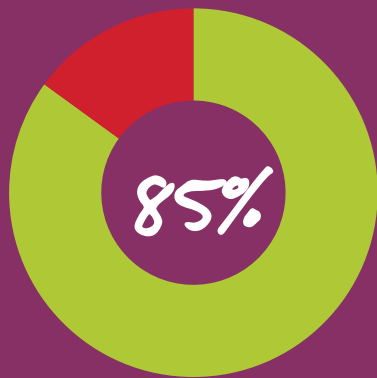
Reputation?



Conversation?

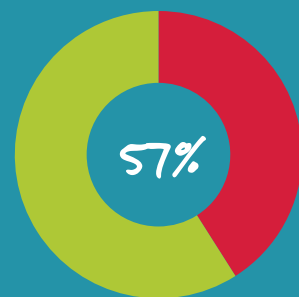


Closed Deal Impact



85 percent of companies agree their sales teams' ability to articulate value messages is the single most critical factor to closing deals.

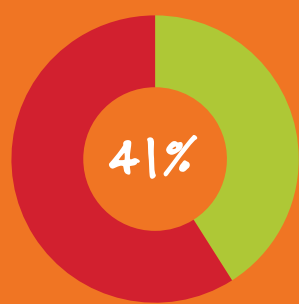
Competitive Differentiation Power



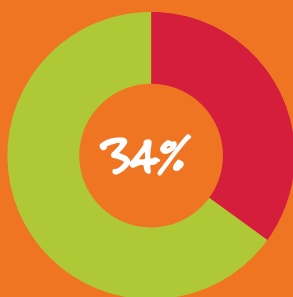
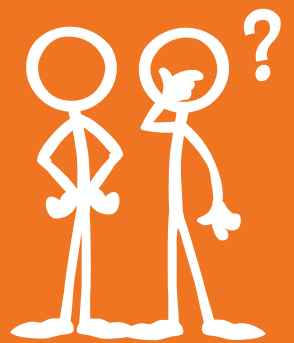
57 percent of respondents ranked sales conversations and interactions as the most important factor in creating competitive differentiation—nearly **20 percentage points higher** than product quality/innovation, ranked as the second most important factor.

Clearly, when it comes to creating differentiation and winning more deals, your salespeople's ability to communicate value will make or break your growth goals.

So why do companies fail to make sure their salespeople are *pitch perfect*?

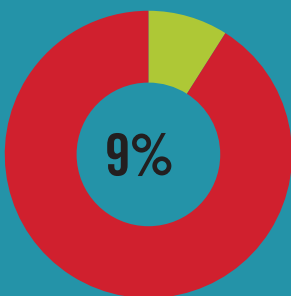


Only **41 percent** of companies ask their salespeople to practice their messaging using either stand-and-deliver or role-play scenarios. The rest have no expectation that salespeople will actually demonstrate proficiency with the story.

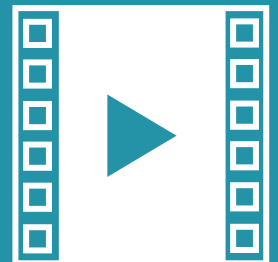


34 percent of respondents said *no one is responsible* for coaching and certifying that salespeople are proficient in delivering their company's value messages, while the rest indicated they are trusting their sales managers (49%) or sales trainers (27%) to do this – in addition to their other responsibilities and regardless of qualifications.

Missed Opportunity?



Only **9 percent** of companies regularly expect their salespeople to record themselves delivering messaging so it can be reviewed, coached and certified by subject matter experts or qualified coaches.



Practice...Coach...Certify...Win

What your salespeople say with their lips moving in front of prospects and customers is still your most important means of communicating value — and your last bastion of competitive differentiation.

To ensure your reps maximize the power of your message in the field, **develop a launch, coaching and certification** plan organized around:

Developing a distinct point of view

That breaks through the status quo bias and distinguishes you from the competition with powerful, unique insights.



Deploying a unique visual story

Capture and present your point of view in a more remarkable, memorable visual story approach than traditional presentation methods.



Practicing, coaching and certifying delivery

Incorporate your new message and tools in skills training roll-out that emphasizes hands-on practice with coaching by messaging experts.



Research based on survey results from more than 500 B2B marketers and sales professionals worldwide.