



# Memorable Messages™

## your challenge

In a recent Corporate Visions survey, more than 75 percent of B2B marketers agreed that having a consistent process for creating messages was “important” or “very important” to their organization. But more than half admitted they don’t follow an established methodology.

Buying decisions happen in the future, long after your audience has heard your message. If your marketers aren’t equipped with the know-how to make that message compelling, insightful, and, above all, memorable, your prospects and customers will forget about you when it matters most.

**53%** of companies lack a well-established message development process for their campaigns and content.

— Corporate Visions research

## what’s going wrong?

- No common foundation for how messages and content are created, and a lack of alignment with how prospects and customers make buying decisions.
- The inability to differentiate your solutions from competitors causes potential buyers to view you as a commodity provider.
- Conflicting messages from your marketing campaigns and sales teams result in stalled deals, fewer renewals, and an inability to upsell existing customers.

## what if you could...

- ...create compelling messages and assets based on science, not guesswork?
- ...acquire new customers by disrupting their status quo?
- ...keep and grow more business with existing customers by reinforcing and defending your incumbent advantage?

## if...

You're looking to develop insights and messages that clearly articulate your value

You want to align content creators and subject matter experts around a common messaging process

You need to increase conversion rates and support customer success initiatives

## then...

You need Corporate Visions' **Memorable Messages™**, to deliver the right message for each step in the Customer Deciding Journey.

## what it is

With **Memorable Messages**, your marketers will learn how to develop messages and assets using our scientifically tested frameworks. From acquiring new customers to growing existing accounts, marketers will discover how to use science-backed messaging techniques to create memorable messages, assets, and campaigns that drive buying decisions.

## what you gain

- A consistent, repeatable process for developing messaging that creates a buying vision and distinguishes you from competing alternatives.
- Buyer-centric messaging and skills to increase the effectiveness of your marketing team.
- Increased conversion, renewal, and upsell rates.

## flexible learning options

### classroom training:

In our instructor-led classroom training, participants view eLearning content for a pre-event knowledge transfer of the skills they'll be putting into practice. In the classroom, they work in groups to discover and apply concepts to their actual work projects.

### inline training:

In our Inline training, participants self-schedule and complete online modules, then actively apply skills by reviewing a challenge assignment and rubric. They then create and present content that aligns with the concepts learned, and they receive personal coaching from Corporate Visions facilitators about how they applied their new skills.

### instructor-led virtual classic training:

In our instructor-led Virtual Classic training, participants attend a virtual classroom environment with live facilitation and coaching, complete eLearning modules, and work in small teams to apply concepts and create content for their actual work projects.

### ongoing reinforcement

Attendees receive a set of custom templates for marketing and sales enablement content assets, as well as a series of follow-up emails expanding on key concepts.