



Rapid Response Messaging

your challenge

You can't always plan for competitive moves, market changes, or global economic crises, but they happen all the time. And when your revenue is on the line, you won't be able to wait six months or more to create and roll out a new message to your organization.

These urgent situations call for a faster, more flexible approach to message development and certification. You need to rally your team with a winning message—timed and tuned for the moment.

what's going wrong?

- Your reps won't be able to address the new challenges at the top of your clients' issue list.
- Pipeline could dry up because messages and content fall flat.
- Your company will miss revenue numbers—even if your strategic plan was progressing on course.

what if you could...

- Get to the heart of the fast-moving challenges impacting your clients?
- Quickly build a story that differentiates your company in solving those challenges?
- Show your entire sales and marketing team how to use that story in conversations and content?

9/10

sales conversations fail to address what's **most important to the prospect**

if...

Market changes have made your message stale and inaccurate...

Your internal team is fractured on how to respond to the new normal...

Your sales conversations aren't resonating with customer and prospects...

then...

You need Corporate Visions' **Rapid Response Messaging**, a unique approach to quickly developing messages and content to communicate a story that addresses fast-moving market changes.

what it is

Rapid Response Messaging provides a science-backed methodology and research-proven message frameworks to develop messages that best resonate in today's market.

pre-workshop activities

Your key leaders and cross-functional experts join in remote meetings to provide strategic input.

virtual messaging event

Your core messaging stakeholders align around the foundational messaging elements via remote meeting.

post-workshop deliverables

You'll receive a **Conversation Guide** containing sales-ready content aligned with the science-backed message framework for your conversation. The Conversation Guide also includes email and voice mail scripts for prospecting use, and decision-science coaching commentary to show how and why these message frameworks work.

optional deliverables

Optional deliverables could include:

- **Whiteboard storytelling assets** to outline and present a compelling case and vision.
- **Memorable presentation** to control the 10% of content that people remember from your presentation, and link it to a desired action.
- **Fluency Coaching for Message Certification** to launch the message to your team and individually certify their fluency.

what you gain

- Zero in on what to say in a rapidly changing market.
- Quickly assemble your story with your thought leaders.
- Arm your messengers with the right story at the right time.