

## COMMAND OF THE MESSAGE<sup>SM</sup>

**“OUR REVENUE PER SALES REP IS DECLINING.”**

Command of the Message will help you create a sales language that articulates your company’s value to the customer.

**“WE DON’T HAVE ENOUGH HIGH-LEVEL CUSTOMER RELATIONSHIPS.”**

Validate your company’s credibility with high-level contacts by leveraging your proof points.

**“WE CAN’T DIFFERENTIATE OURSELVES FROM THE COMPETITION.”**

Establish and leverage your company’s primary differentiators in the marketplace.

**Equip your sales team to be audible ready...**

“to define your solutions to customers’ problems in a way that differentiates you from your competitors and allows you to charge a premium for your products or services.”

### Command of the Message

Command of the Message provides your executive management and sales team with the understanding and operational framework needed to:

- Uncover Customer Needs
- Differentiate Your Solution
- Negotiate Value

First, we work with your executive management team to develop a Value Messaging Framework for your company. Then, we teach your sales team to deliver your message of value to the marketplace with confidence.

Our approach for training field representatives during Command of the Message is based on state-of-the-art adult learning models. At least 60% of the instruction will consist of role plays and practical exercises that leverage real-world selling scenarios.

Sellers will be able to employ the learning concepts the moment they walk out of the classroom. Because our approach places a premium on adoption, we also equip sales leaders with the tools to reinforce the behaviors that are integral to effective messaging in the marketplace.

### Course Curriculum

**COMMAND OF THE MESSAGE WORKSHOP:**  
This 3-day instructor-led, interactive workshop will help you create a Value Messaging Framework that defines how your company will communicate and differentiate the value of its products and services.

**TARGET GROUP:**  
CEOs, CFOs, COOs, Sales Executives, Marketing Executives

**COMMAND OF THE MESSAGE TRAINING:**  
This 2-day interactive sales training teaches your sales team to deliver your messages to customers and prospects with confidence, by using your customized Value Framework as a sales tool.

**TARGET GROUP:**  
Sales Leadership and Sales Professionals

**PRIMARY COMPONENTS:**

- Create a sales language that articulates value
- Establish primary company differentiators
- Leverage proof points to validate company credibility
- Develop a communications tool based on your customized Value Framework
- Train your sales team to effectively deliver your message of value and differentiation