Company Logo

PUBLIC INFORMATION

The following sections in this document provide product messaging guidance that can be used when communicating with external audiences.

TAGLINE
5 to 8 word targeted tagline.

POSITIONING STATEMENT
The positioning statement succinctly identifies the customer's problem, introduces the solution and briefly explains why the solution is better than alternatives/competition.

KEY MESSAGES
- **The five to seven most important messages for us to communicate to the target audiences.**
- **Shown in descending order of importance.**
- **Short and easily remembered.**
- **All further communications materials are built from these messages.**

CHALLENGE/NEED
- **What is the customer's current situation?**
- **What do they need to achieve now or in the future?**
- **What is limiting or standing in their way?**

SOLUTION
- **Bullet point the company's solution to the customer's problem.**
- **The solution should address the needs and challenges identified above.**
- **The information should not be overly technical or detailed here.**

BENEFITS

Benefit	How	Customer/stakeholder

How do our benefits solve the customer's problem?

DIFFERENTIATORS
- **What makes the proposed product or solution different than the competitors?**
- **Listed in descending order of importance.**

- **Need to be supportable (see next listing).**

REASONS TO BELIEVE

- **How can we support the differentiators noted above?**
- **This can be customers, statistics, surveys or other documentation.**

PRODUCT RELATIONSHIPS

- **Does this product or solution relate to other offerings?**
- **Can this product or solution be cross-sold or combined with other offerings?**

SENSITIVE INFORMATION (INTERNAL USE ONLY)

*The following sections in this document provide product messaging guidance that may be sensitive or proprietary and are **not be used directly with external audiences.***

SELLING & PRICING

- **What is our price?**
- **How is the price arrived at?**
- **What do we need to know before we can generate a quote or respond to an RFP?**
- **Who should the sales team be targeting (companies, job title, etc.)**

THE COMPETITION

- **Who are the competitors?**
- **What's their offering?**
- **What are their strenghts?**
- **What are their weaknesses?**
- **How should we be positioned against them?**

REASONS NOT TO BUY (AND HOW WE POSITION AGAINST THEM)?

- **What would stop someone from buying from us?**
- **How do we counteract this?**
- **What are alternatives that the customer might be using or thinking of buying?**

COMMON QUESTIONS AND CONCERNS

WHO CAN I CONTACT FOR MORE INFORMATION?