Product/Service/Event XYZ Messaging Guide

# Background (Internal)

Few sentences here about this product/service/event XYZ – how did it come about? Why? Were customers/prospects asking for it, was a good idea based on data, the result of an acquisition, is it an acquisition/merger, etc. (Internal dialogue only). HYMPANIES AROUND

# Overview (External)

Elevator pitch (short, 3 sentence description goes here – suitable for external facing material).

Boilerplate text (ie, pararaph description of what this is goes here – suitable for external facing material).

# Features (External)

XYZ provides:

* The ability to xxx.
* The opportunity to xxx.
* An easy xxx to quickly yyy.
* Freedom from xxx.

# Business Issues/Pains (External)

Issues by persona type/group. List all relevant personas and what their pain points are. What problems are we solving for each persona. (Suitable for public facing material).

**CIOs**

* Xxx can cost them their job.
* Short staffed and can’t hire a xx.
* Yyy

**Persona 2**

* Xxx
* Yyy

# Benefits (External)

List benefits by persona type/group (if applicable). May be similar to the pain points. (Suitable for public facing material).

**CIOs**

* Prevents Xxx from happening.
* Helps keep staffing cost at a minmum.

**Persona 2**

* Xxxx

# Target Audience (Internal)

Indicate the target audience. Further break down these groups if there are distinctions within them into types. Include the roles/titles for these groups as well. If XYZ is an acquisition/merger, the target audience may be internal employees. Below is an example.

**Existing Customers**

* **Customer type 1** – Who are they and why does XZY matter to them? For example, existing customers who work in XXX and have ABC (personas – such as IT, CIO, etc).
* **Customer type 2** – Who are they and why does XYZ to them?

**Prospects**

* **Prospect type 1** - Who are they and why does XYZ matter to them? (personas – such as IT, CIO, records director).
* **Prospect type 2** - Who are they and why does XYZ matter to them?

# Competitive Positioning (Internal)

Details on competitive positioning may be located in a separate Quick reference guide or battlecards – if so, point to that location here. And also provide a summary below of the major competitive players or options along with any known pitfalls to avoid.

In summary, there are three alternatives:

1. Vendor 1

* Cost prohibitive for the lower-end audience.
* xxx

1. Do Nothing, ie, Status Quo

* Risk xxx!

1. Do It Yourself

* Highly complex and time-consuming approach because xxx.

# Proof Points (External)

List any proof point that can back up this product/service/event that can be used in external facing materials. Industry, Customer/prospect, employees, etc. Site the point – for example, Industry might be a govemernment regulation, Gartner survey data or self-source survey and customer quotes may come from early adopters or early release program participants.

**Industry**

* Xxx.
* yyy.

**Self-Sourced Survey**

Last year we surveyed 100 customers and asked how the lack of good XYZ’ness affects their business. Some stats from the survey are included below.

* Two out of three people use at least one of xxx.
* 92% believe adopting xxx.
* 90% said xxx is their most important focus in the next 12 months.

**Customer/Supporting Quotes**

* **“We’ve been waiting for something like XYX for a long time**.” Joe Smith, Managing Director, A New Corp

# Resources (Internal)

* **Sales assets** – provide links & description (training, internal sales decks, etc).
* **Competitive battle cards** – provide link & description.
* **Call scripts –** provide link & description.
* **Launch plans –** if applicable to share broadly internally.
* **Emails** – share links to any internal only email notifications.

# Resources (External)

* **Marketing assets** – share links to any resource available for sharing externally with customer/prospects, etc. Webinars, web pages, press releases, emails, etc.
* **Sales assets**  – share link to any sales assets (pitch decks, etc) that may be shared externally.