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## Developing Effective Selling Messages

*by Alison Chandless*

The foundation of any effective field communication strategy is a clear and compelling, customer-centric selling message. However many marketing teams focus most of their energy on the "up-stream" activities like advertising, tradeshow and public relations, but leave the sales messaging used in customer conversations to be developed by the field. With sales teams each developing their own sales messaging, results are inconsistent, and valuable field resources are wasted on non-revenue generating activities.

To address this issue, many organizations are investing in what the AMA calls "Customer Message Management" or CMM. The bottom line is that for technology companies, competitive differentiation happens in the conversations sales has with customers. If a company wants to stand out from the crowd and arm their sales organization with the most effective selling strategies and messages, marketing must equip sales with consistent, relevant and effective language.

Read more about developing effective selling messages:

**Customer Message Management.** See various webcasts and radio shows addressing the value in development consistent messaging and the techniques for developing them. Link to the [AMA](#).

**Customer Centric Selling™.** This book by Michael Bosworth can help both marketing and sales teams understand how to get inside the head of their buyer. [CustomerCentric Selling](#) presents a process for first understanding and shaping buyers' concerns, then helping those same buyers visualize how an offering will help them achieve goals, solve problems, or satisfy needs.

### Other "Must Read" KickStart Articles:

[Launching Solutions with Impact: KickStart Your Sales Momentum](#) by Alison Chandless

[Top 10 Principles of Great Sales Messaging](#) by Michael Cannon (guest writer)

[TOGETHER: Sales and Marketing](#) by Mary Sullivan

[The "Aha!" Factor, Positioning So Your Audience "gets it"](#) by Mike Gospe

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