

10 Ways to Improve Business Performance with a Better Story.

Maybe you are one of those business leaders who thinks corporate messaging is soft, not really that important and doesn't have a direct impact on business performance. If that is you, or there are others in your organization with this mindset, here are 10 ways that your corporate story can impact your bottom line.

- 1. Train and Educate Employees on Your Story:** 70 percent of brand perception is based on interactions with employees.
- 2. Conduct Research to Ensure Your Message is Relevant:** Only 10 percent of prospects believe corporate messaging is relevant.
- 3. Craft and Deliver Compelling Value Messages:** 65 percent of sales leaders feel they lose business because they don't have a compelling value proposition.
- 4. Infuse Compelling and Consistent Messages into Selling Conversations:** Companies that implement great sales messaging increase lead generation by 15 percent, sales by 5 percent and margins by 5 percent.
- 5. Consistently Articulate Your Points of Difference Across All Touchpoints:** The second most common reason marketing fails is lack of clear differentiation within messaging, content and conversations.



6. Have a Disciplined Messaging Development Process:

More than 70 percent of marketing executives do a poor job managing marketing and sales messages.

7. Arm Sales with the Tools and Content to Deliver a Consistent Story:

53 percent of sales executives say consistent messaging in the sales process is a significant challenge.

8. Build a Content Strategy that Extends and Amplifies

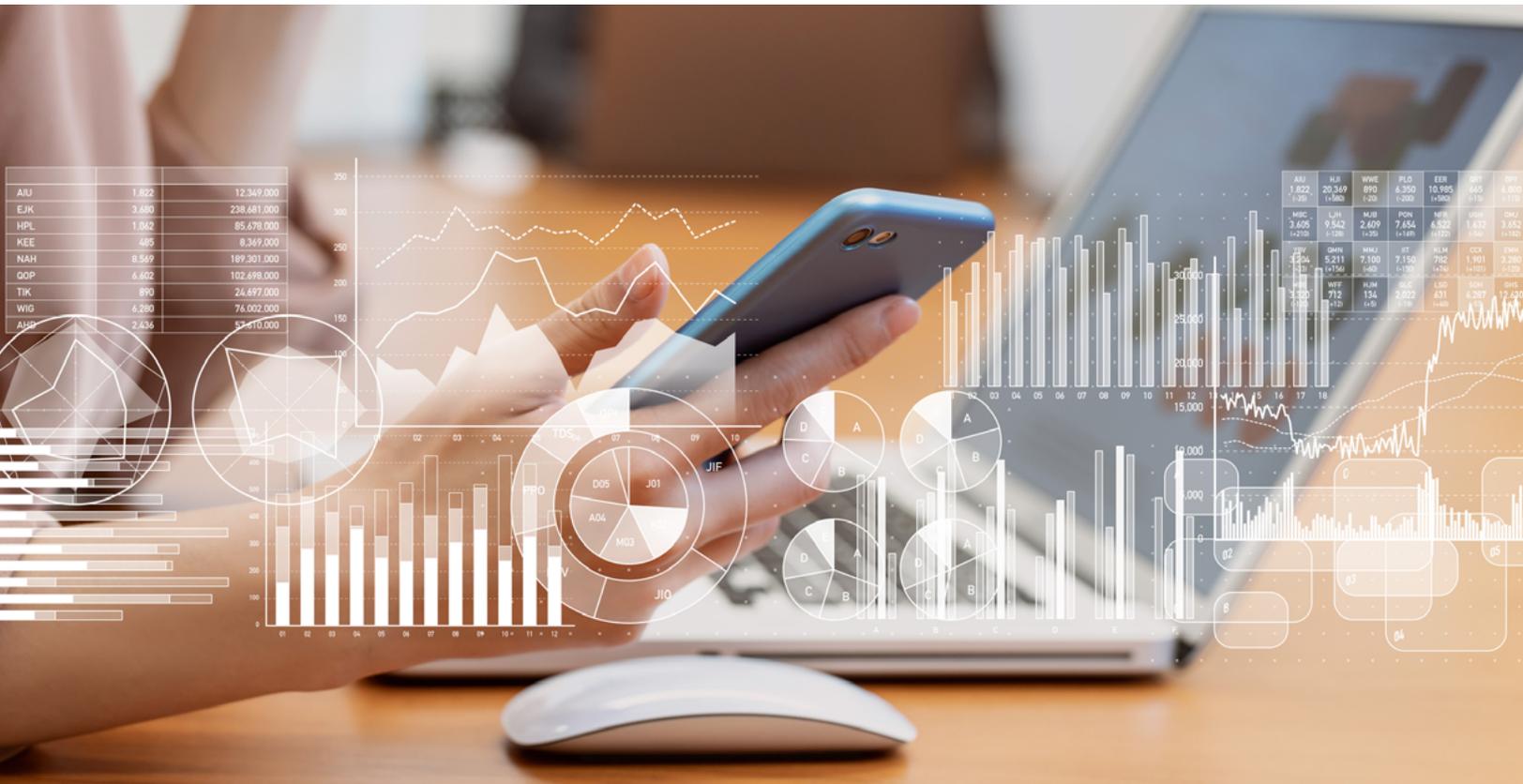
Your Story: Fewer than 50 percent of B2B marketers have a documented content strategy.

9. Infuse Messaging into Your Company and Culture:

Only 41 percent of employees know what their company stands for and makes them different from their competitors.

10. Deliver a Consistent Message Throughout the Customer Experience:

The No. 1 trait of companies that deliver a superior customer experience ... deliver a clear, consistent message in the market.





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