

Message Development: Sg2



When you're about to introduce a product but worried it's going to put sales of one of your other products at risk, you have one chance to get the message right.

Sg2 is an international health care intelligence company specializing in performance management tools, business planning analytics, education and access to experts. It was faced with a serious challenge: How to help the sales team

communicate a new program's distinctive attributes without having it jeopardize sales of another one of its programs.

Therese was asked to help craft strategic core messages to accomplish this goal. To be successful, the process needed to get everyone within the organization on the same page in spite of the fact that many of them were recent hires.

Therese interviewed the management team, key sales professionals and current Sg2 customers to assess current perceptions of the company's offerings. She discovered gaps in customer understanding of Sg2 services and identified opportunities to build on company strengths in positioning the new program.

Over two days at Sg2's offices, Therese facilitated message strategy sessions with sales executives and the marketing team. She then presented the framework for a new message strategy to the executive team and refined the approach in additional work sessions with sales and marketing. The result was creation of core messages that differentiated Sg2's new program from associated offerings and provided compelling proof points to reinforce the value of the program for prospective customers.



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Our message services and tools are used in business development, marketing, product management and brand planning.

"Therese asks the questions that really get to what you want to say at a strategic level and to the marketplace."

Natalie Cornell
VP Marketing & Communications
Sg2

"Therese helped us finally get our story right. And it became the basis for all of our sales materials, brochure and web content. It was like the light came on for everyone in the room. I've worked with other experienced people in similar situations, but the work Therese did for us was more actionable."

Natalie Cornell

VP Marketing & Communications
Sg2

The resulting message platform inspired an internal sales contest, stronger copy for the website and a fresh approach to communication for marketing and business presentations.

