



YOU'LL NEVER HIT THE TARGET IF YOU AIM TOO LOW

INTRODUCING THE BULL'S EYE MESSAGE FORMULA™

How would you measure the success of your message? Are you hitting the target? Like most businesses, yours can't afford to miss the mark. The Bull's Eye Message Formula™ from Corporate Vision is a six-step formula that will ensure you have a compelling message that is delivered with impact. The Bull's Eye Message Formula™ goes beyond traditional methods, because unless your message hits the mark, your success is compromised.

Central to the success of the program is determining how you'll know when you've solved your message problem. **The Benchmark for Success™** identifies the cost of lost opportunity versus the potential of having a more powerful and well-articulated message.

The Message Audit™ assesses the effectiveness of your current message. Whether your message is off target or your messengers are off message, The Message Audit™ will diagnose your problem and prescribe a solution to correct what's wrong.

Using **The Message Blueprint™**, we work with you to develop your own unique story – to refine it, package it and to create a foundation to deliver your message and return results.

To help move your prospects toward a decision, **The Message Map™** is designed to ensure that your sales process delivers your message clearly and consistently

A MESSAGE WITHOUT A MESSENGER IS A MISSED OPPORTUNITY

With your newly revitalized message in place, you will be poised to mine your company's potential. In order to succeed, your sales messengers need to be fully committed and capable to deliver the message to your clients and prospects. **The High Impact Messenger™** focuses on aligning your messengers and arming them with the skills, tools and confidence to relate your message to customers with power and clarity.

THE END IS JUST THE BEGINNING

As your business changes and adapts to market conditions, Corporate Vision's **The Message Tracker™** provides quarterly reviews to ensure that your message stays on course and your messengers continue to deliver results.

Whether newly formed or established, your business will benefit enormously from The Bull's Eye Message Formula™. Only a powerful message combined with dynamic messengers can ensure that your business is truly equipped to seize every opportunity.

CONTACT US AND LEARN HOW YOUR BUSINESS WILL BENEFIT FROM THE BULL'S EYE MESSAGE FORMULA™.



THE BULL'S EYE MESSAGE FORMULA™



THE BENCHMARK FOR SUCCESS™

This step provides a snapshot of your current situation and identifies the cost to your organization of having no message, not having the right message or not communicating your message powerfully. You'll have a clear picture of the cost and challenges of maintaining a status quo as it relates to your message. You'll discover some opportunities to move forward, create a more powerful message and see greater results.



THE MESSAGE AUDIT™

We gather information to assess the effectiveness of how you are currently communicating your message. We'll assess your marketing materials, presentations and messengers. We'll even interview current clients to see what they have to say about your products or services. The insights and information we gather enables us to provide specific recommendations on how to address what is not working, allowing you can take action.



THE MESSAGE BLUEPRINT™

Together we will create your "story" and clearly structure your message and the information around it making it is easy for prospects and customers to know what you can do for them and how they will benefit. We'll develop your blueprint from which you will adapt and develop content for all your marketing materials and presentations.



THE MESSAGE MAP™

The Message Map outlines your sales process to ensure you are delivering the right information to the right audience at the right time in order to strengthen and support your message. Completing this step will give you greater clarity and consistency in your sales workflow. It will enable you to structure and deliver your message in a way that makes it easy for prospects to champion you internally.



THE HIGH IMPACT MESSENGER™

You can have the right message but if the messenger is not effective it can impact your results and credibility as an organization. The High Impact Messenger focuses on providing the messengers in your organizations with skills, tools and confidence to consistently deliver your message in a way that is clear, focused, and powerful.



THE MESSAGE TRACKER™

Even with the best intentions, people fall off track. The Message Tracker is designed to make sure this doesn't happen. We provide follow up quarterly to see how your organization is doing in achieving your desired results. If there are items you are struggling with, we'll help you get unstuck and continue to move things forward. If there are changes within your organization, industry or marketplace, we work with you to reassess your requirements and make the necessary adjustments or recommendations so you remain proactive in keeping your message up to date.