

# HOW NOT TO BORE YOUR CUSTOMERS TO DEATH

DISTILLING YOUR UNIQUE VALUE INTO  
SIMPLE MESSAGES THAT SELL



# WHAT YOU'LL LEARN

- The One Ingredient you must have to make social media work for you
- Three Easy Tests to determine if your message is sales-worthy
- The Message Matrix: From long and dull to short and sharp
- The Rule of Three
- Differentiation, and how to screw it up



**BORING CUSTOMERS ISN'T  
THE WORST THING  
YOU CAN DO**

**It's the second worst!**



# SOCIAL MEDIA

## Exciting New Platforms for Boring Your Customers



Your reply to my reply to your reply to my post was hilarious

7 hours ago

Meenu Kumar and 5 others like this.

View all 7 comments



Me too!



20  
55

Light Bulb J.  
San Francisco, CA

8/31/2010

I am the mayor of  
Henry's Hunan  
Restaurant

Was this review ...? Useful Funny Cool

Bookmark Send to a friend Link to this review

Add owner comment



# YOU NEED A STORY!



# WHY?

Because the story literally comes first



Sets



Actors



Special Effects



# STORIES MAKE INFORMATION INTO MEANING



It's harder to remember  
40 pearls...



...than 1 necklace.

But the only difference is a string!



# IS YOUR STORY SALES-READY?

Your story helps you sell when it's...

**Clear:** Do customers understand?

**Compelling:** Do customers see value?

**Consistent:** Do customers see it everywhere?



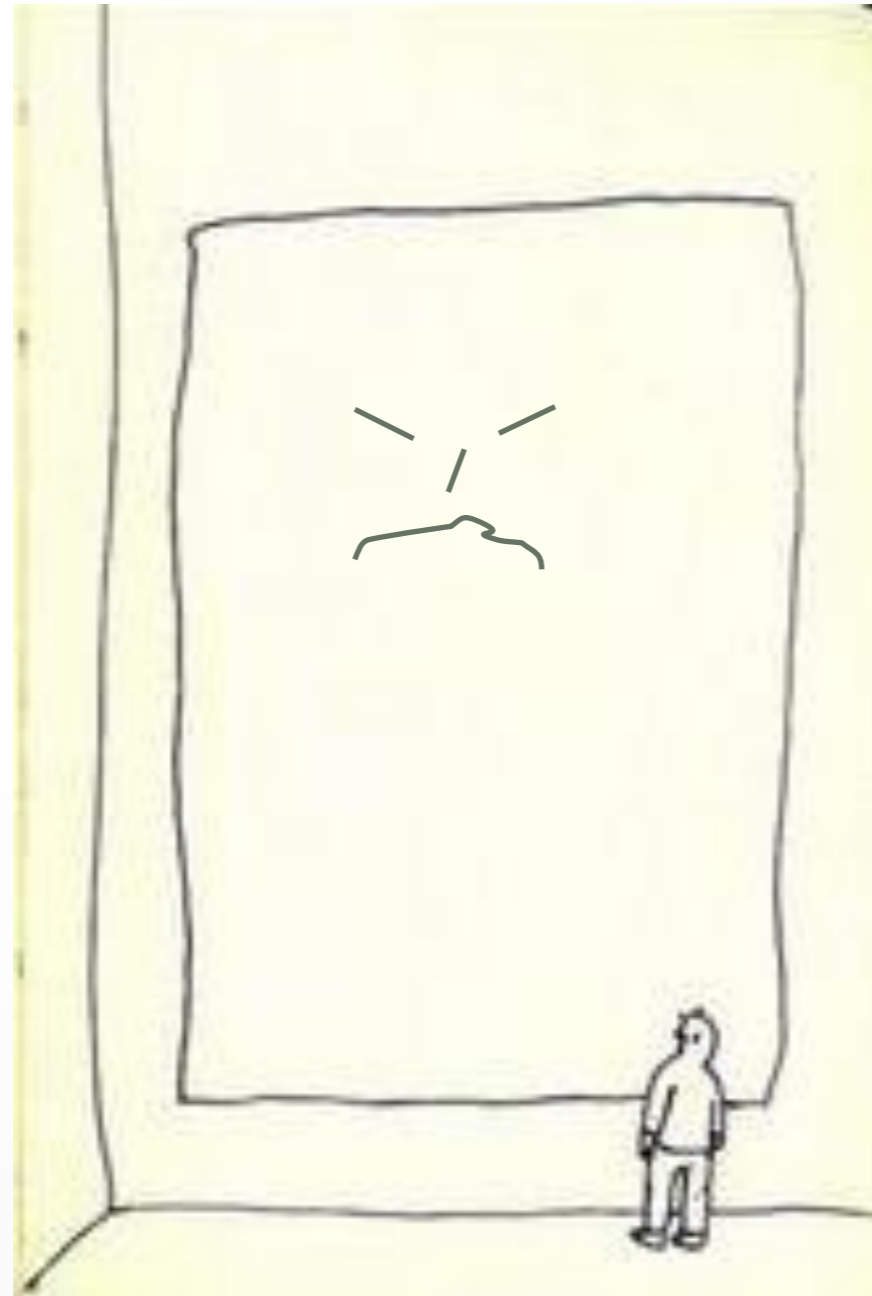
# TMI!

Marketing messages bore and confuse due to

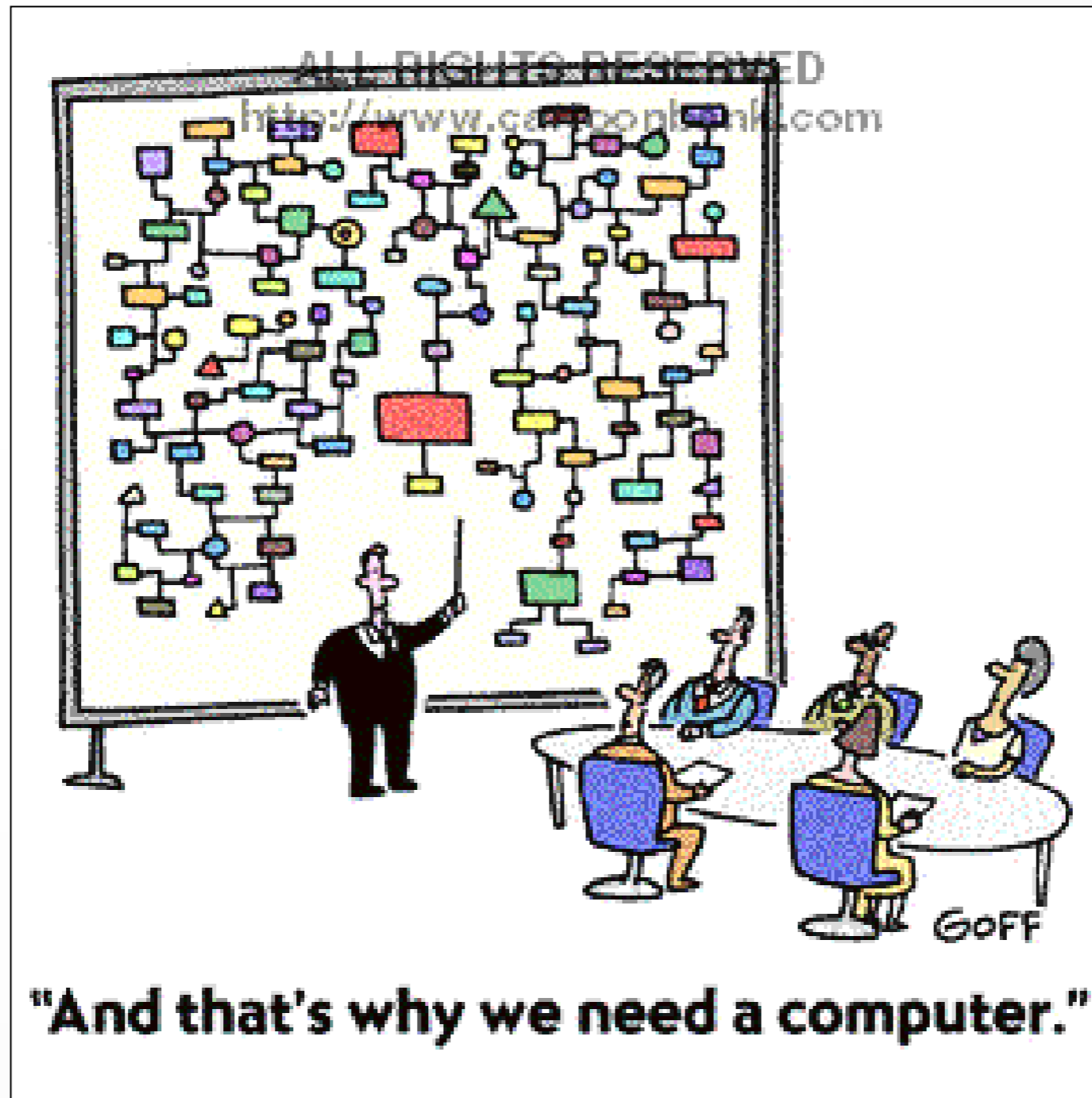
# Too Much Information



# A BLANK PAGE IS SCARY



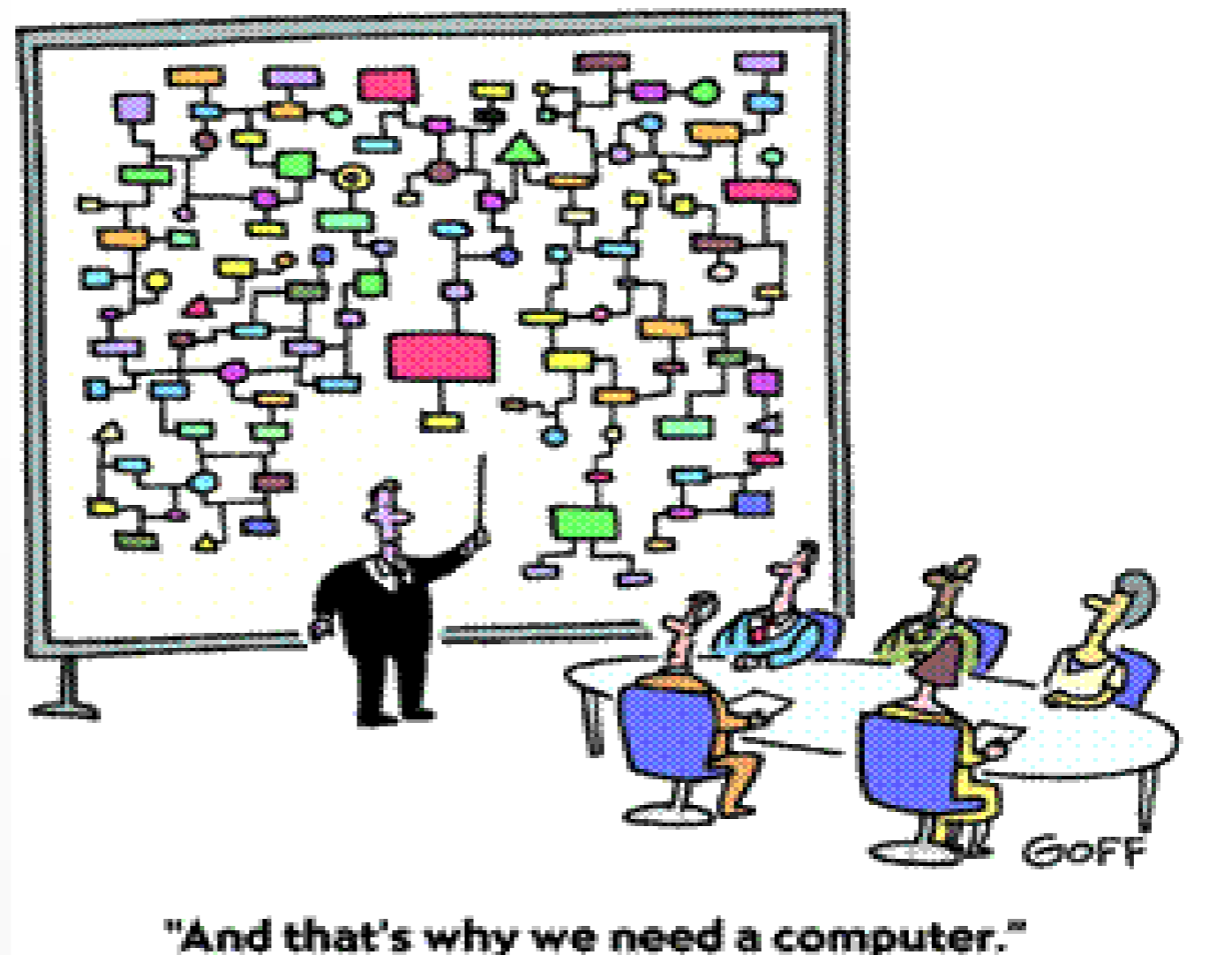
# SO WE FILL IT UP



# THE MESSAGE MATRIX

...is a repeatable structure for distilling your unique value down to simple messages that sell.

So it's not like this =>



# WHAT'S IN THE MATRIX?

## Positioning Statement:

“Product Name is the Product Category that Provides Product Benefit”

- Key Message 1

- Proof point
- Proof point
- Proof point

- Key Message 2

- Proof point
- Proof point
- Proof point

- Key Message 3

- Proof point
- Proof point
- Proof point



# EXAMPLE MATRIX

## Oracle Advanced Procurement

Oracle Advanced Procurement is the integrated suite that dramatically cuts all supply management costs

### ✦ Reduce Spend on Goods and Services

- Spot Savings Opportunities Immediately with Spend Analysis (sub-message)
- Drive More and Better Sourcing with Online Negotiation and Collaboration
- Enforce Contracted Pricing with Embedded Terms and Conditions

### ✦ Streamline Procurement Processes

- Free Staff for High-Value Activities (what's wrong with this sub-message?)
- Automate and Control Employee Buying with web self-service
- Reduce Process Errors and Manual Effort with Complete Supplier Enablement

### ✦ Enforce Policy Compliance

- Identify and Rectify Policy Violations with Exception-Based Enforcement
- Align Financial and Procurement Policies with Budget-Based Procurement
- Manage Supplier Performance with Total Procurement Visibility



# Positioning Statement

## Your Elevator Pitch

A one-sentence existential statement for your offering that:

Names it

Categorizes it

States its benefit

“Name,” is the product category that delivers product benefit



# Key Messages

## THREE SLICES OF VALUE

Usually three benefit statements (no features) that support your positioning statement's claim

Example: “Streamline Procurement Processes”

Key messages are the three “value buckets” into which you will place all of the value-propositions of your offering. No matter how many value props and features you have, they can and should be divided into three buckets—no more, no less



# WHY THREE?

Three seems to be a hard-wired natural number

Natural and digestible

Four shall not be the number

Five is right out

## Examples

Larry, Moe, and Curly

father, son, and holy ghost

hazy, hot, and humid

blood, sweat, and tears

tic, tac, toe

executive, legislative, and judicial

gold, silver, and bronze

win, place, and show

planes, trains and automobiles

see no evil, hear no evil, speak no evil

over paid, over sexed, and over here



# PROOF POINTS

FINALLY, YOU ARE ALLOWED TO MENTION FEATURES

These can be:

- Feature/Benefit Statements
  - Lower sales costs with robust internet storefront
  - Robust internet storefront lower sales costs
- Features
  - Integrated data management

You are allowed to talk about features once customers  
CARE



# DIFFERENTIATION

## FRIEND OR FOE?



When appropriate, your messages should be more true of you than your competitors

But this is not always possible, or desirable

“When appropriate” means when differentiation helps sell, which isn’t always



# Avoid Premature Differentiation

Align messages to:

Whether people know your category

Whether they know you

What they think of you



“What is CRM and  
Why do you need it?”

“We understand CRM”

“Only our CRM has  
enzymes to get your  
whites whiter and your  
customers brighter”



# BONUS:

# THE MARKETING ALTIMETER

Is your core message at the right level?



- 10,000,000 ft.

- The benefit you claim is so high-level that the same claim could be made by GM, B of A, and the Central Committee of the Communist Party

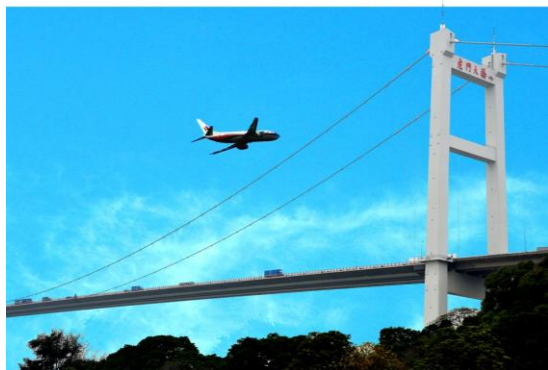
- 50,000 ft.

- You haven't yet proved your claim, but an intelligent layperson can understand what it is

- You can gracefully navigate down to 10,000 feet to give the customer the proof points they ask for

- .001 ft.

- Your story is so specific and down in the weeds that it can only be understood by worms using electron microscopes



# BEFORE

## Tungsten Enterprise

Database Management - Simple management of complex database topologies.  
Database High Availability - Up to 99.999% availability.  
Database Performance Scalability - Scale incrementally as you go.

[Download 30-day Trial >](#)

## Tungsten Enterprise

Continuent Tungsten Enterprise offers advanced management, high availability and incremental performance scaling using open source databases, such as MySQL and PostgreSQL.

[Download Free Tungsten Trial](#)

### Business Manageable Open Source Databases

Open source databases low entry cost and promise for incremental scaling is very attractive. The problem is that large clusters of open open source databases are expensive to implement and difficult to manage.

[Tungsten is the Solution! Read more >](#)

### Solutions for SaaS

Continuent Tungsten offers high-availability, database cluster management and management of complex topologies for multi-tenant architectures. [Read more >](#)

### Solutions for Enterprise

Enterprises are increasingly adopting open source databases for business critical applications. Continuent Tungsten fulfills the promise! [Read more >](#)

### News

Continuent Offers A Database Solution For SaaS And PaaS

Continuent Tungsten offers scale-out solution for PostgreSQL 9

Business Manageable MySQL and PostgreSQL with Continuent Tungsten

[READ ALL](#)

### Blog

PostgreSQL 9 - Tungsten Clusters with Hot Standby and Streaming Replication

Zero-Downtime Maintenance and Upgrade for MySQL

Tungsten 1.3 Release Candidate Now Available

[READ ALL](#)

### Webinar

See our upcoming and previously recorded webinars!

[READ ALL](#)

### 24 Events

Who has chosen Tungsten?

# BOILED DOWN

## Positioning Statement

Continuent is the data management company that makes open source as reliable as commercial databases

### Enterprise Class Solution

- Scalability
- Performance
- Reliability

### Cloud Flexibility

- Add or shrink capacity quickly
- Move easily between in-house and cloud operation
- Manage multi-tenant environments

### Open Source Cost

- Low cost of entry
- Predictable long-term Op-Ex
- No vendor lock-in



# AFTER

**continuent**

Data up. Business up.

[home](#) [solutions](#) [downloads](#) [support](#) [partners](#) [news](#) [about us](#)

Search...

[Login](#) | [Register](#)

[Blogs](#)

[Community](#)

image credits: mini



Make open source go **further.**

Contact Us

Download Free

**READY TO MAKE OPEN SOURCE AS RELIABLE AS A COMMERCIAL DATABASE?**

➤ Continuent: **enterprise strength** with the power and **scalability of the cloud** at **open source cost**. Build your business, not your infrastructure.



## Blog

PostgreSQL 9 - Tungsten Clusters with Hot Standby and Streaming Replication

Zero-Downtime Maintenance and Upgrade for MySQL

Tungsten 1.3 Release Candidate Now Available

[more](#)



## Webinar

See our upcoming and previously recorded webinars!

Onsed quo berferro enet ium facerum invelessin nobitiam

Quatat re ad quae molesto ipsam ipid et volore libus que et eum sunt

[more](#)



## Events

PgWest 2010  
UKOUG Technology and E-Business Suite 2010

Onsed quo berferro enet ium facerum invelessin nobitiam

Quatat re ad quae molesto ipsam ipid et volore libus que et eum sunt

[more](#)



Having trouble  
**keeping up?**

**Integrated**  
data management  
keeps you a **step ahead.**



Getting a little  
**too** focused on the  
**technology?**

**Build your business not**  
**your infrastructure.**



Don't throw out  
the baby **or**  
the bathwater.

Keep your apps and  
database with **Continuent.**



# THANKS!

NOW GO WRITE YOUR STORY

Questions?

[Facebook.com/messagemechanics](https://www.facebook.com/messagemechanics)  
[jeffrey@messagemechanics.com](mailto:jeffrey@messagemechanics.com)

