

The Message Profile



ORATIUM

SOLUTION

SEGMENT

SENIORITY

STAGE

Customer Profile

A) Who will be IN the meeting?
B) To whom will this message be retold?

How much time & how interactive?

What is their current familiarity with the topic/terrain?

What significant opinions/attitudes are held on this topic?

Tailwinds:

Headwinds:

Action

What action do you want the customer to take after your conversation?

Problem Analysis

Broadly describe the customer problem you are proposing to solve.

Deconstruct it: What are the problem's important manifestations/effects?

Does the customer understand this?

Manifestation 1:

Yes | Partially | No

Manifestation 2:

Yes | Partially | No

Manifestation 3:

Yes | Partially | No

What are the specific differentiators of your solution, and how do they relate to the customer problem in view?