

Product or Solution Messaging

Use Rehearsal to practice the delivery of messaging for your products, solutions, or portfolio.

Challenge

Most organizations have a plethora of solutions, services, or products that their teams need to understand and be able to discuss with their customers. Unfortunately, teams typically practice directly with customers and skew or even misrepresent information as they have yet to perfect their messaging.

Approach

Create Rehearsal scenarios around specific solutions, services, or products with clear guidelines on how your messaging is expected to be delivered. Engage subject matter experts to coach and mentor participants in order to help them refine their delivery.

Benefits

- Effectively roll out new solutions, services, or products and ensure the messaging is accurate
- Participants get coaching and guidance from subject matter experts to improve the accuracy of their messaging producing gains in personal confidence and credibility with current and prospective customers alike
- Evolve and refine messaging as you receive feedback from the field
- Effectively bring new team members up to speed with sharing of best practices

Applications

- Solution, Service, or Product Value Pitch
- Common Objection Handling
- Case Study, Evidence, or ROI Details
- Demo Delivery
- Competitor Comparisons
- New Feature or Capability Overviews
- Pricing Options and Variations

Industry Example

A Fortune 500 company strengthened the skills of their retail sales teams with Rehearsal. The addition of video-based practice and coaching in their training yielded a 71% increase in orders, equating to \$1.39M in additional revenue. This result produced an outstanding 749% ROI.