



GET THE MESSAGE™

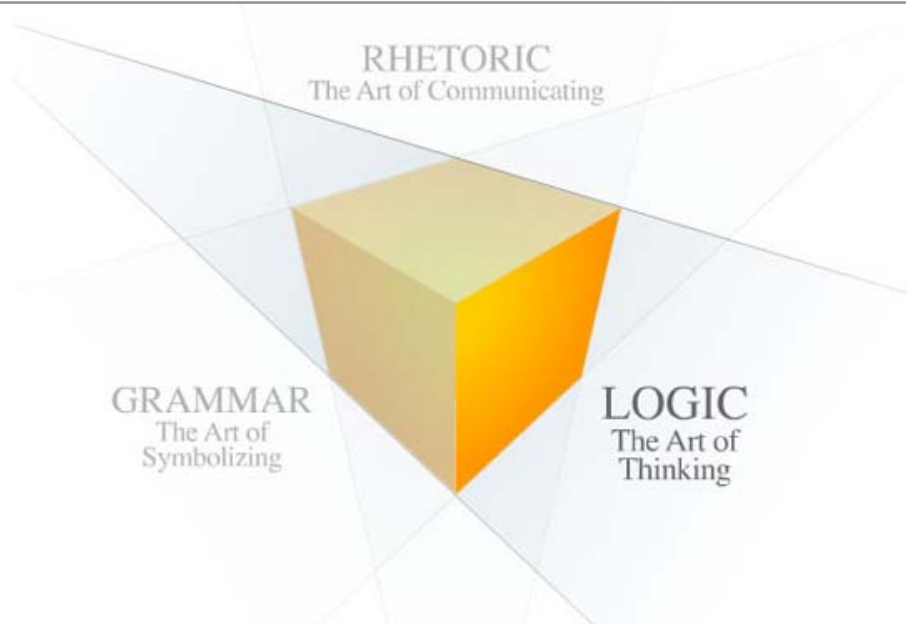
TEAM PROJECT OVERVIEW

CHALLENGE

Companies are complex and diverse. The larger they are, the more complex and diverse they get. With the multiple number of departments, divisions, and locations across the globe the big challenge for many companies when it comes to messaging, is getting everyone on the same page. The silo effect takes a severe toll on the message and the messengers. We waste a lot of energy and lose a lot of impact when every department operates independently of one another. Our clients and prospects get confused because they are getting 'mixed messages.' Consequently the company message gets diluted and we lose sales. The root of the challenge is that there is no unified agreement about how the message should be created and there is no 'message central' from which the core message originates. We need a **shared process** for building winning communications.

SOLUTION

What if there was a flexible yet **disciplined process** that would give us 'the edge' in sculpting the perfect presentation? What if this process gave us the freedom to make strategic decisions about what to say, in what order and how to let our presentation unfold? Our **audience centric approach** changes the perspective a team takes when crafting a presentation. The result is a more empathetic, more tailored and more focused message. The real power flows from the fact that every player on the team agrees to what the message should be. Shared process translates into unified message.



EXECUTION

The **Get The Message™ | Team Project** is inherently volatile. Trying to get 6-8 smart, articulate, successful, corporate executives with healthy egos to agree on *everything* is impossible. So, we allow for positions to be taken, points to be made, and then let consensus rule. Our message consultant will ask the questions, guide the thinking, and discern the best answer collectively from the group. Emphasis is placed on remaining fully engaged and working together as a team. As Benjamin Franklin once declared, "I suggest we hang together or, most assuredly, we shall hang separately!" Our objective is to leave with a message everyone can get behind, support and promote to their teams, clients and prospects. We break the project into five(5) modules and execute in multiple 1.5 hour segments. Our **Get The Message™ Process** results in the creation of a core message about your company and/or your products, in the form of speaker notes, and a conceptual slide layout. We complement this core presentation with a list of the toughest questions and carefully crafted answers to each. Once we have our core messaging in hand, marketing and sales can work together to design product literature, marketing campaigns, web initiatives, and advertising. Our **Presentation Design** team stands ready to complete the finished slides.



Think. Create. Communicate.

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TEAM PROJECT OVERVIEW

DYNAMICS

The invitees typically are selected representatives from marketing, sales, management, and product development. We're tearing down the walls of the organization and bringing everyone together to decide on what our core message should be. This is a very important project. We may elect to create one presentation about our company or a series of presentations about our products, or even a combination of the two.

SETTING THE STAGE

The day begins with an overview of the **Get The Message™ Process**, agreed upon objectives and a plan for execution. A certain emphasis is placed on 'team approach.' The ultimate success of the project will come down to all parties working together to create a united core message.

PERSPECTIVE

At Trivium we take an audience centric approach. We put a lot of attention on our audience. We are seeking to obtain consensus about what the audience 'needs to hear' as opposed to 'what we want to say' about our company, our products and/or our services. Our investment of time and energy to think about, learn, understand and empathize with our target audience will pay huge dividends.

OUTCOMES

The goal is an agreed upon core message about the company and/or the products and services. We work with you to distill the right message for your target audience so that your team has a strong and consistent message to take to the marketplace. Everyone in the company, from sales, management, and marketing to IT, product development and HR will all be singing from the same song sheet. The valuable final product will consist of a totally customizable '**Sales Playbook.**' Today's technology gives us the ability to make sure our **product information is always current.** In addition, we can introduce new products, showcase new marketing materials, sales tools, product presentations, along with codified answers to new and challenging FAQ's.

PROJECT VS. SEMINAR

Although the attendees will glean a tremendous amount of knowledge, this is not intended to be a skill enhancement program. This is a comprehensive **Get The Message™** consulting and 'Playbook Building Project.'

GENESIS

As the project progresses, and the presentation develops, the attendees become more excited about what they are creating and ideas begin to germinate as to how they might apply their thinking to areas beyond presentations. It's not uncommon for new sales ideas, marketing campaigns, web initiatives, even positioning statements to spawn from this very fertile collective thinking environment.

TIME COMMITMENT

The duration of the project will vary depending on the client. A totally focused effort of two to three days will result in an agreed upon core message, a representative slide presentation (not finished slides), a list of the toughest questions along with ironclad answers to those questions, a list of sales tools and marketing support at a minimum. We conclude the program with agreed upon next steps, an assignment of marching orders and an agreed upon timetable for completion of unfinished business.

VENUE

At Client Location

We will fly to your corporate offices or an off-site location of your choice anywhere in the world.

At The Harbour Town Yacht Club: As a guest of Trivium Performance you can take full advantage of this exclusive private club on Hilton Head Island.



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