

TOPSHELF COMMUNICATIONS STRATEGY
VP of Corporate Logistics
Date: January 2014

Target: VP/Directors of Corporate Logistics;
Manufacturing firm; \$50MM +, Male 35-65
family, aspirations, results are key, ROI-centric

Current Belief:

Use their voice to describe:

- Their condition, the market, the possibilities
- Assumptions limiting their awareness of the possibilities, about how the work must be done
- About others around them, about their constituencies, and what they value
- Name the beliefs that need to be changed

Current Behavior:

- What they currently try to do, and why
- Customer Value Map including Objectives, strategies, issues
- What they try to do
- What they try to avoid
- Typical behaviors you need to try to get them to change

Communications Strategy (Customer Insight):

Use their voice to describe

- What they used to think and why
- What changed their mind, the insight they have gained
- What they see now, what is different about how they now think
- Why this is important to them personally and professionally

Communication Strategy Statement:

Convince: [Title / Role]

That: [Your company] is the company with the best [offer/technology/support] for accomplishing [business objectives/strategies and overcoming issues].

Because: [Your company's] solutions do what that is [valuable, unique, and timely, etc.]

(Proof statement)

TOPSHELF's accumulated experience and approach nets the following results:

- ROI of 15%
- 99.96 % uptime
- 9.5 on scale of 1-10 customer satisfaction
- 95% repeat customers

Desired Future Belief:

Use their voice to describe:

Ways in which they will be able to increase *their value*

- By achieving more objectives, strategies, and overcome issues
- By increasing value, reducing costs, working less, producing more
- By making working life better for themselves and those around them
- By serving more customers profitably and improve business results for my company (ROA).
- By aligning with my personal and professional aspirations.

(Summary statement) TOPSHELF is the Innovative Go-To leader in automated 3D pallet movement (intake, storage, retrieval) and sequenced trailer loading. TOPSHELF offers a comprehensive set of services to improve product handling costs, accuracy, and speed that meet business,

Desired Future Behavior (Marketing Objective):

Using their voice, describe

What this person is now aware of about your product, service offer, your firm, your value.

Marketing Objective:

Operationally define what marketing will do to create the desired changes in this individual and those around them. How will you

- Place yourself/ your message/your offer where they are looking
- Match your message/offer to the conversation already underway in their heads
- Generate enough value to motivate a specific action
- Provide evidence of specific and quantifiable measures of benefits and improved results