

Developing Key Messages & Customer Communication

Try this exercise: get up from your desk right now and walk around the office, asking this question:

What does this company do for its customers/clients?

If you hear vastly different answers from everyone you ask, you need our Audio Logo seminar.

This one or two-day seminar provides an engaging and interactive environment for getting every person in your organization clear about your value proposition – and even offers some tips on how to promote the company and *gain visibility in the marketplace*.

Make everyone a marketer by *clarifying your key messages* and teaching your team how to use them.

The General Idea:

This is a one- to two day workshop to create the buzz about your company and your value proposition.

Turn everyone into “marketeers” with this engaging and interactive workshop.

Topics Include:

- Introducing Value: What is it?
- Making the Most of a Minute: The elevator pitch
- Creating Your Personal Audio Logo

Why sign up for the Audio Logo Workshop?

- You need to identify unified key messages about your value proposition.
- You’re **positioning your company** in a crowded marketplace.
- You want to increase customer awareness and create opportunity for customer referral.
- You need to **leverage your marketing investment** across workgroups.

Create, clarify, and communicate your messages the right way—call The Right Idea to get started!

www.rightidea.net

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