



Purpose: To create commercial statement to educate and challenge your client to think about how Facebook can solve their challenges (should ignite a sense of urgency, be direct, and meaningful/powerful). The point is not to be right but to give your clients something to react to and open the dialogue:

- Leads Back To Our Unique Strengths
- Challenges Customer's Assumptions
- Catalyzes Action
- Scales Across Customers

Situational Analysis: What is your client's story?

What going on in the customer's marketplace?

Who are the competitors and competitive product offerings that they're probably thinking about?

What are the customer's major calendar events or impending market or product updates?

What is putting pressure on the customer's business now?

Needs Assumption: Statement of Needs

Based on your research briefly and respectfully outline the 1-3 major marketing needs that you believe this customer has:

- Include any that been stated directly (based on RFPs, conversations, or customer's historical buying pattern with you) but be sure to expand the needs assumption to include broader concepts and marketing needs
- Include needs that the client is currently meeting through traditional media and marketing channels.

- **TELLS THE CUSTOMER WHAT THEY HAVEN'T YET REALIZED**

- **BRINGS THE CUSTOMER OF THEIR COMFORT ZONE**

- **BRIEF AND DIRECT**

- **IS NOT ABOUT YOUR SOLUTION... NOT YET.**

✓ **Leads Back To Your Unique Strengths**

✓ **Challenges Customer's Assumptions**

✓ **Catalyzes Action**

✓ **Scales Across Customers**

Commercial Teaching Statement Samples

"When companies in your situation begin to embrace social marketing, they usually struggle with..."

"You're in a super competitive business category. Customer attrition and switching must be a big problem..."

"Many of our customers struggle with communicating offers and timely details to existing customers..."

"Ad agencies we talk to feel a great deal of pressure from clients to take action on social... but they're frustrated by conflicting information and orders..."

Template Concepts for Commercial Teaching Statements

· *Unrecognized Process Inefficiency*

“You could be wasting a big portion of your budget in redundancy and saturation...”

· *The Missing Customer Segment*

“You’re reaching a lot of your customers, but you’re missing a big slice of your base that could be worth millions...”

· *The Landmine*

“Other customers have really been tripped up by a couple of common mistakes. We’d like to help you avoid those...”

· *Opportunity to Extend Existing Assets*

“You could be doing more with what you’ve already created. For a dollar of strategic spending, you could be getting four dollars worth of impact...”

· *Unrealized Pattern for Success*

“There’s something our most successful customers have been doing lately that I want to share with you....”

· *The Competitive Vacuum*

“We see an opportunity that someone in your competitive set is going to fill. It’s important and there’s a finite time to hit it...”

**UNRECOGNIZED
PROCESS INEFFICIENCY
(Waste, Saturation)**

**THE MISSING
CUSTOMER SEGMENT
(Audience, Market Gap)**

**THE LANDMINE
(Avoiding a Problem
or Mistake)**

**OPPORTUNITY TO EXTEND
EXISTING ASSETS
(Amplify, Connect)**

**UNREALIZED PATTERN
FOR SUCCESS
(Illuminate the
Profitable Trends)**

**THE COMPETITIVE VACUUM
(Seizing a Market, Space,
Opportunity -- First)**