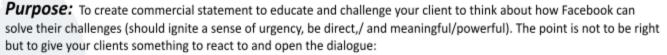
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Discover

Creating a Commercial Teaching Statement



- 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.

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..."

Leads Back To Your Unique Strengths

ChallengesCustomer'sAssumptions

Catalyzes Action

✓ Scales Across Customers

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Template Concepts for Commercial Teaching Statements

- Unrecognized Process
 Inefficiency
- The Landmine
- Opportunity to Extend Existing Assets

The Missing Customer Segment

- Unrealized Pattern for Success
- · The Competitive Vacuum

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

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

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

"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...."

"There's something our most successful customers have been doing lately that I want to share with you...."

"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 INEFFICENCY
(Waste, Saturation)

OPPORTUNITY TO EXTEND EXISTING ASSETS (Amplify, Connect) THE MISSING CUSTOMER SEGMENT (Audience, Market Gap)

UNREALIZED PATTERN
FOR SUCCESS
(Illuminate the
Profitable Trends)

THE LANDMINE (Avoiding a Problem or Mistake)

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

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