

HOW TO DEVELOP A MESSAGE FOR TRAINING PURPOSES ONLY

35,000 FOOT VIEW OPENING STATEMENT

Example: What if I told you we can save \$360,000 per year by investing in new technology?

Message One

Issue or Problem

Under our current system the average employee spends 4 hours per week filling out expense forms

Message Two

Action Steps

We have put together a five step action plan that we will roll out over the next 12 months

Message Three

Future

Investing in new technology will save money in the future

Proof Points

- 4 hours per week
- 16 hours per month
- 500 employees
- 2000 hours

Support Proof Points:

- Examples
- Facts
- Anecdotes
- Then vs. Now
- Metaphor
- Expert endorsement

Proof Points

- 1 hour per person under new system
- 4 hours per month
- 500 employees
- Saves 1500 hours

Support Proof Points:

- Examples
- Facts
- Anecdotes
- Then vs. Now
- Metaphor
- Expert endorsement

Proof Points

- Save \$30,000 per month
- Save \$360,000 per year
- Pay for investment quickly
- Frees up time

Support Proof Points:

- Examples
- Facts
- Anecdotes
- Then vs. Now
- Metaphor
- Expert endorsement

**MESSAGE MODEL WITH FOUR KEY POINTS
FOR TRAINING PURPOSES ONLY**

35,000 FOOT VIEW OPENING STATEMENT

Bucket 1

Bucket 2

Bucket 3

Bucket 4

Proof Points

Proof Points

Proof Points

Proof Points

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