

NAOMI – THE MASTER COMMUNICATOR



IDEAL CLIENT FOR

PRODUCT POSITIONING & MESSAGING

PRODUCT MARKETING MANAGER (PMM)

GENDER: Female

AGE RANGE: 35-45 yo

SAYS THINGS LIKE:

- » "What's the customer journey?"
- » "What's the value proposition?"
- » "How do we simplify that?"
- » "How do we make this more user-friendly?"

CHARACTERISTICS:

- » Often has a marketing or communications background
- » Customer focused
- » Empathetic
- » Competitor expert
- » Creative communicator
- » Great writer
- » Analytical

TYPE OF MANAGER:

They tend not to be managers, but are independent contributors. They have a strong understanding of the market and the needs of their customers, and they are able to communicate this through marketing programs and the customer journey.

HOW SHE SEES HERSELF:

She's a close ally of the customer and it's her job to connect with them in meaningful ways.

WHAT KEEPS HER UP AT NIGHT?

"How do I synthesize something so complex into something that strikes a chord?"

WHAT WOULD EMBARRASS HER?

Publicly presenting the product with messaging that feels flat, generic.

CHALLENGES:

- » Making complex ideas easy to understand
- » Identifying benefits that they get out of products
- » Demystifying product usage with complexity

- » Coaching sales team on how to home-in on users' pain points
- » Competing marketing priorities

WHAT WILL GET HER ATTENTION:

- » Show me what messages **RESONATE** with prospects
- » Help me craft key messages to differentiate us
- » Help me create the value chain with your point of view

WHAT DO WE WANT HER TO SAY ABOUT OUR FINDINGS?

"That's gold!"