MARKETING SPARK

B2B Messaging Framework

Five parts that turn your positioning into words buyers and your sales team can repeat.

How to use it. Fill it in with your sales leader in the room, in order. Write the trigger and pain before the promise, because that is where the useful language lives. Use your customers' words wherever you can.

01 Buyer

Who has the problem and the budget to fix it?

A role at a kind of company, specific enough that sales could find them on LinkedIn.

02 Trigger

What happened that makes this problem urgent now?

The event that sends them looking: a launch, a new hire, a missed target, a bad quarter.

03 Pain

How does the buyer describe the problem in their own words?

Quote a customer if you can. Their words beat yours every time.

04 Promise

What changes when your product or service works?

Something the buyer can see or measure, not growth, efficiency or alignment.

05 Proof

Why should the buyer believe you?
Case studies, numbers, customer names, a trial or a demo they can check for themselves.

Test it in three places

- ☐ **The homepage hero** uses the buyer and the promise. A stranger knows who it is for and what changes within five seconds.
- ☐ **The first slide of the sales deck** uses the trigger and the pain, before you talk about yourself.
- ☐ **The first two minutes of a discovery call** say the pain back in the buyer's words, then give one reason to believe you.
- ☐ **The final check:** your sales team can tell the story the same way without reading from a script.

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