



**“CRACKING THE CODE™”**



Decode your company’s uniqueness and turn it into powerful sales messages that create impact in your market.



**FIELD BRANDING**  
SERVICES INC.

CONNECTING TO YOUR BUYER THROUGH THE SPOKEN WORD



# CRACKING THE CODE™

## 2-DAY POSITIONING WORKSHOP

Win the battle for your buyer’s mind. Take a journey that will forever change the way you tell your story. This hands-on workshop is filled with insights that drive and enable change. Learn the *Six Point Positioning* process for creating sales content, that supports winning conversations. Effective sales messages are critical to your ability to create distinction in your market. Developing them requires the combined effort of a multi-functional team. This workshop is the kickoff event for any positioning initiative.

### COURSE OBJECTIVES:

- Position your offerings inside your buyers world.
- Define your sales battlegrounds.
- Learn the process and structure needed for ongoing field message development.

### DELIVERABLES

- The Compass - Control Document
- Storyboard Slide Deck
- Objection Strategies
- Insight Scripts
- Big Picture



### WORKSHOP OUTLINE

#### DAY ONE

MESSAGING FUNDAMENTALS

SIX POINT POSITIONING PROCESS

BUILDING YOUR BIG PICTURE

#### DAY TWO

STORY STRUCTURE

MESSAGE REFINEMENT

MESSAGE CAPTURE

NEXT STEPS

APPROPRIATE CLASS SIZE: 6 TO 12 ATTENDEES  
(This facilitates the 3 workgroups)

WHO SHOULD ATTEND: One or more participants who possess the following areas of expertise: Product Development, Executive Management, Marketing, Sales and Professional Services

#### WORKSHOP DESIGN:

Facilitated group exercises that follow a positioning process to create message content.



CONNECTING TO YOUR BUYER THROUGH THE SPOKEN WORD

Companies who understand the tremendous impact their customer facing employees have on their brand are investing in field branding initiatives. Companies leverage the programs from DNA Field Branding to build processes that create better conversations. Since those conversations are happening every day, the IMPACT is immediate. The greatest impact is in sales revenue. For more information please contact us at: [info@dnafieldbranding.com](mailto:info@dnafieldbranding.com)



## DEAN SCHANTZ

CEO, DNA Field Branding Services, Inc.

A recognized expert in the sales training arena, Dean has an outstanding record of achievement in product positioning, sales training, coaching and new business development. His extensive professional experience includes posts of Senior Consultant, Director of Corporate Education, Director of Worldwide Sales Training, and Sr. Manager of Business Development. He has also held titles of Corporate Account Manager, Product Marketing Manager, and Channel Manager. Dean has inspired the sales and marketing teams of some of the top Fortune 500 companies reach new heights in their business communications with engaging and unforgettable stories and messages, leading to winning results. Dean's naturally innovative and interactive approach will bring out the creative best in your company. This helps you leverage new business opportunities, make the most of your channels, and effectively increase your market space through dynamic messaging.

### STRATEGY SERIES:



#### MESSAGING FOR A DECISION™

This two-day skills training course will take you on a journey that will forever change the way you tell your story. Yes! Selling can be fun once again. Learn to deliver your sales content from your buyers' point of view. Align your distinction with the impact your buyers want to create.



#### NAIL IT! SEVEN STEP WIN STRATEGY™

One day workshop designed to move current sales opportunities to a successful completion through the development and execution of a superior win strategy.



#### COACHING-CHANGE HAPPENS HERE!™

One day coach the coach workshop, designed to assist sales managers with a critical element of successful leadership. You learn a coaching process that helps you identify coaching opportunities and prescribe corrective actions.



#### SEVEN SALES TRAPS & HOW TO AVOID THEM™

One day workshop/Webinar series. A look into the most common pitfalls sales professionals encounter as they lead their buyers through a sales process.



#### STORY MATTERS™

2-hour keynote speech that introduces the audience to the influential power they possess when they can tell their story through the lens of their audience.



#### THE MISSING LINK™

One day workshop. Where messaging meets methodology. A closer look at how messaging plays a critical role in every step of the sales process.