

Messaging Workshops

Build the messaging foundations for clearer B2B marketing and sales communication



Clarifying what your organisation really needs to communicate is critical if you want your messages to land with the right audience, be fully understood and differentiated from the competition. It's never as simple as just talking about your product or solution. It's not easy to keep everyone aligned on what they say. You need a firm place to stand. Strong messaging foundations are a base on which everything you do and say in marketing can stand – clearly, consistently and credibly.

Purpose

- **Clarify** what you do, who you help, why it matters and why your audience should find you believable, credible and relevant.
- **Surface** alignment and differences of opinion across leaders and teams.
- **Create** messages your buyers not only understand but care about.
- **Identify** proof points required to make your messages credible.

Who benefits?

- **Established** B2B business ready to refresh, sharpen and realign go to market messages.
- **Growing** B2B brands who need to stabilise, clarify and deepen messages as they grow.
- **Early stage** B2B firms whose founders and team must embed a more focused message around which to align a fast-growing and fast-evolving team.



I find that, even months or a year later, my clients are still referencing their Remedy workshop. They use it as a template and a reference point. It becomes like a North Star for every marketing and sales decision that follows.

Dean Ward, Fractional CRO, Dean Ward & Associates



What you get

- Full-day or half-day facilitated workshop.
- Structured questions, guided discussion, solo exercises and group activities.
- Messaging Foundations Deck as a basis for ongoing development.
- Practical language guidance and recommendations.
- Clearer direction and greater confidence in how you position and explain yourself.

Tailored to you

- **Research-based:** We'll ask for a focused briefing in advance to understand your stage and messaging challenge, then carry out light research and analysis of how your key competitors are coming across.
- **Flexible format:** Single or multiple sessions, from half to full-day.
- **Flexible location:** Dynamic in-room meetings or online sessions to discuss and shape ideas.

Prices: POA dependent on scope

020 3865 6420

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Explore the possibilities

[Book a call](#)