

Message Creation Worksheet

Target Audience: Name of the targeted conversation
Business Goal: What is the person trying to accomplish?
Related Business Pain: What is at risk if we don't achieve this goal?
Potential Business Impact: What is the business upside of successfully achieving this goal?

Solution Mapping	Diagnostic Questions	Application Description	Value Creation Statement
Capability #1 Name	Specific questions designed to determine the potential need and impact of this capability	Describe this capability as it can be applied or 'used' by the customer to help meet the business goal	Describe the relevant value that can be created if this capability is used in such a way – quantitative if possible
Capability #2 Name			
Capability #3 Name			

Solution Value Summary Statement: Summarize the overall value and impact of these capabilities as applied to achieving this goal

Supporting Proof Points: Competitive differentiation and 3rd party validation