

DELIVERING VALUE ISN'T ENOUGH - YOU HAVE TO PROVE IT.

As marketers, analysts, and product leaders, we often focus on outcomes.

But when customers don't perceive progress, even great results fall flat.

Here's how to connect your work to what customers see, feel, and remember - before it impacts retention.

01

Lead with Customer Language

Anchor messaging in what users actually say. Pull direct quotes from interviews, surveys, or sales calls to guide positioning and product copy.



02



**QUANTIFY
IT!**

Quantify Wins That Matter

Go beyond vanity metrics. Tie performance indicators to business outcomes - hours saved, revenue retained, risk reduced - and make them visible in dashboards or marketing assets.

03

Map Value to the Customer Journey

Use journey mapping to identify where perceived value drops off.

Then adjust touchpoints - onboarding, check-ins, campaigns - to reinforce progress.



04

Turn Feature Launches into Adoption Stories

Every new feature is a chance to reconnect.

Show customers how real users are solving problems with what's new, and back it up with before/after data.



05



Align GTM with Real-World Outcomes

GTM doesn't end at launch.

Partner with customer success to surface proof points and adjust messaging based on what actually drives results.

06

Visualize Progress

Use simple data visualizations to show impact over time.

Monthly gains, cumulative savings, or risk trends can be powerful motivators when shared in context.



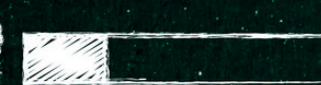


BUSINESS

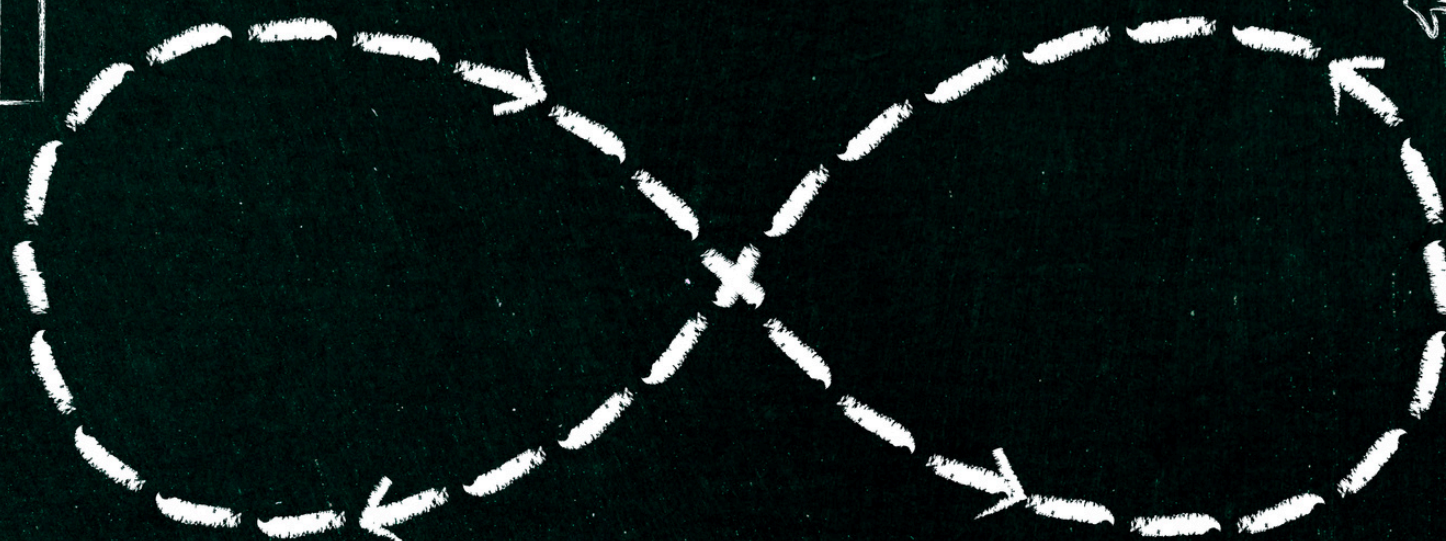
FEEDBACK



72%



28%



DECISIONS

CUSTOMERS



07

Build a Feedback- Action Loop

Capture what's working in the field - and feed it back into your marketing content, product roadmap, and QBR decks.

What gets measured and shared gets remembered.