**JOHN POHL**

A person in a blue suit

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**Keynote Proposal**

“**Avoid Unnecessary Business Fails: Send the Right Message. Get the Right Result!”**

**Abstract**

Up to 95% of new HealthTech and other B2B products and companies fail to achieve their financial goals. A major reason is something that’s rarely discussed: mediocre messaging that fails to get the target audience’s attention or give them a compelling reason to purchase. The good news: *Provocative Messaging* can help companies not only achieve their financial goals, but actually *reduce* their marketing budget. . .and I have the case studies and independent research to prove it!

This educational-yet-entertaining talk draws on my 20+ years of successfully bringing to B2B companies the messaging skills I honed as an executive at marketing-driven, market-leading B2C companies like Kellogg’s, Dial, Cobra and Gallo. It includes a review of stunning independent studies showing how and why that vast majority of B2B messaging fails to get the desired results for even the most innovative products and businesses. It also colorfully illustrates how *Provocative Messaging* has helped B2B businesses cost-effectively reverse market share declines, achieve market leadership, and accelerate revenue and profit growth.

“John’s talk on *Provocative Messaging* was a big hit at our annual gathering of all the CEOs of our HealthTech and other B2B portfolio companies. He really opened their eyes to the fact that even the most innovative products won’t succeed without messaging that’s both smart and creative." James Spann, General Partner, Boyd Street Ventures.

**Learning Objectives**

1. Learn the major messaging mistakes made by over 80% of B2B companies that contribute to the high failure rates of new products and startups.
2. Learn how marketing teams can develop *Provocative Messaging* byincorporating a powerful Customer Promise that’s brought to life with Clever Executions.
3. Learn the 3 essential components of a Customer Promise and the 6 essential components of Clever Executions.
4. Learn how C-suite executives can effectively determine whether the messaging proposed by their marketing teams is *Provocative Messaging*.
5. Learn how *Provocative Messaging* can allow you to reduce your marketing budget.

**References**

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