

Follow these steps to develop content for point 3 of your REVEAL Framework. Start from the customer need, then determine what can differentiate your product.

Customer _____

Product _____

STEP ONE

List the known customer needs/decision criteria and match the product features.

Customer Need

Product Match

☐ Customer validated?

STEP TWO

Use these brainstorming prompts to help you determine meaningful unconsidered needs.

- How will the customer use the product?
- Think “big picture” for broad application or long-term use.
- What will people (users) be able to do that they can’t do today?
- What will users do MORE, LESS, or BETTER?
- Paint a metaphorical picture of reliability, and what the future state looks like.
- How do you “future proof” in ways that protects the initial investment?
- Think of ways your product will reduce risk.
- Does service, installation, or other people-centered elements bring value?
- Are there design and aesthetic considerations?
- What about materiality and craftsmanship?
- Does your product uniquely meet regulations?
- Can you combine known needs in ways others cant?
- Does your product combine with other complimentary or partner products?
- How will your product effect working, workstyles, hybrid work, or overall culture?

STEP THREE

- Develop messaging that will resonate with the deciders.
- Use proof/story/testimonial/surveys to support your claims
- Add to the REVEAL Framework, point 3 of the BODY.

TIP: For some presentations, insights can be used to support your content. Insights are:

- More than a statistic. Share what the statistic or fact *means* to the customer decision.
- Focus on one specific customer and their decision criteria.
- Link to customer declared needs and additional considerations.

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STEP TWO

Find **GOAT** issues in the buyer thinking. This is about the customer, not your product.

Gap: what are they missing in how they see the need?

Obstacle: based on your experience, what additional obstacles or challenges will they see?

Assumptions: what assumptions or bias are they bringing to the situation?

Trap: what might keep them from achieving the needed outcomes?

STEP THREE

Use these brainstorming prompts to help you identify GOAT considerations

- How will the customer use the product?
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STEP FOUR

-Develop messaging that will resonate with the deciders.

-Use proof/story/testimonial/surveys to support your claims

-Add to the REVEAL Framework, point 3 of the BODY.
