# Solution Guide: [Solution name]

This document is designed as a foundation for all messaging across go to market activities. It highlights our key messaging, benefits and features, but is **not designed to be final copy.**

*Creator:*
*Last updated:*

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# Messaging Foundation

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| **PROBLEM**<br>*What problem are we solving?* | *One line on the problem potential customers are experiencing* |
| **EXPERIENCE TODAY**<br>*What is the situation if the problem goes unsolved?* | *One line on the outcome if this problem goes unsolved* |
| **EXPERIENCE WITH YOUR PRODUCT (VISION)**<br>*What does the situation look like when the problem is solved with your product?* | *One to two lines on the outcome if customers use your product to solve the problem* |
| **BUSINESS IMPACT (HARD CLAIMS)**<br>*What measurable results will I see from using your product to solve this problem?* | *A list of quantifiable business impacts (with numbers) customers will benefit from* |
| **NAME OF SOLUTION**<br>*What do we call the solution we provide for this problem?* | *How you describe the solution or use case - 3-5 words* |
| **AUDIENCE**<br>*Who is looking for a solution to this problem?* | *Description of the target market, including teams, roles and example job titles* |
| **KEYWORDS**<br>*What are the keywords they are using to search for it?* | *List words/phrases and their search volume, validated by your demand gen team or research, that may be used to describe or search for a solution to this problem* |
| **PRODUCTS NEEDED**<br>*What product(s) do you need to solve this problem?* | *Name of product(s) that provide a solution to the problem, if more than one* |

# Story

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| **HIGH-LEVEL PITCH**<br>*Why should I care about this?* | *Short, direct customer benefit statement* |
| **SHORT DESCRIPTION**<br>*How does your product do this?* | *One-line description of how your product solves the problem* |
| **CORE PILLARS**<br>*What are the core business benefits for the customer when using your product?* | *List of (max 5) benefits for the customer's business that would be considered core to a solution to the problem* |
| **DETAILED PITCH**<br>*Why should I use your product as a solution to this problem?* | *Each of your core messaging points (aim for 3-5) - the things you can achieve with this solution. For each messaging point, include:*<br><br>● *A short 'headline'*<br>● *Problem it solves*<br>● *The core customer benefit*<br>● *Any hard claims we can make*<br>● *A few key features with a one-line description for each on how it can be used for this benefit* |

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| **KEY FEATURES**<br>*What are the key features needed to solve this problem with your product?* | ***E.g. Feature name***<br>*Short description of what feature does* | ***E.g. Feature name***<br>*Short description of what feature does* |
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| **CUSTOMER TESTIMONIALS**<br>*Who is successfully using your product to* | *List customers successfully using your product that you are allowed to reference - detail the business type, size, any publicly-useable quotes, and the business impact they are seeing from using your product to solve the problem* | |

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| solve this problem and what results are they seeing? | E.g. ACompany (B2B SaaS - Finance technology - 250-300 employees)<br>"Using this product, we've increased customer retention by 20%"<br>Jane Jones, Customer Success Manager, ACompany |

# Comparative Positioning & Messaging: [Your product] vs [Competitor]

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| **HIGH-LEVEL PITCH**<br>*Why should I care about this?* | *One--line 'hook' on why your product/solution is the best choice to solve the problem* |
| **SHORT DESCRIPTION**<br>*How does your product do this better?* | *One or two lines on how your product/solution solves the job better than the competition* |
| **DETAILED PITCH**<br>*Why should I hire your product as a solution to my problem over Competitor X,Y,Z?* | *List core differentiators here. Differentiators can be related to product/features or can be business differentiators (such as customer satisfaction, reputation or reliability). For each differentiator, include:*<br><br>    ● *A headline that sums up the differentiator*<br>    ● *1-2 lines with more detail on why this is a differentiator*<br>    ● *The key features or points that back up this claim, each with a one-line description of what makes them better* | ● *Which of the '4 forces' this differentiator addresses*<br><br>● *Your competitor's limitation in this area*<br><br>● *How your product does this better, summarised* |
| **CUSTOMER TESTIMONIALS**<br>*Are there customers like me who have made the switch?* | *List referenceable customers who have switched to you from a competitor - include details on who they switched from, why, what business impact they saw from using your product over the competitor, and any quotes you have, as well as industry and company size.* | |