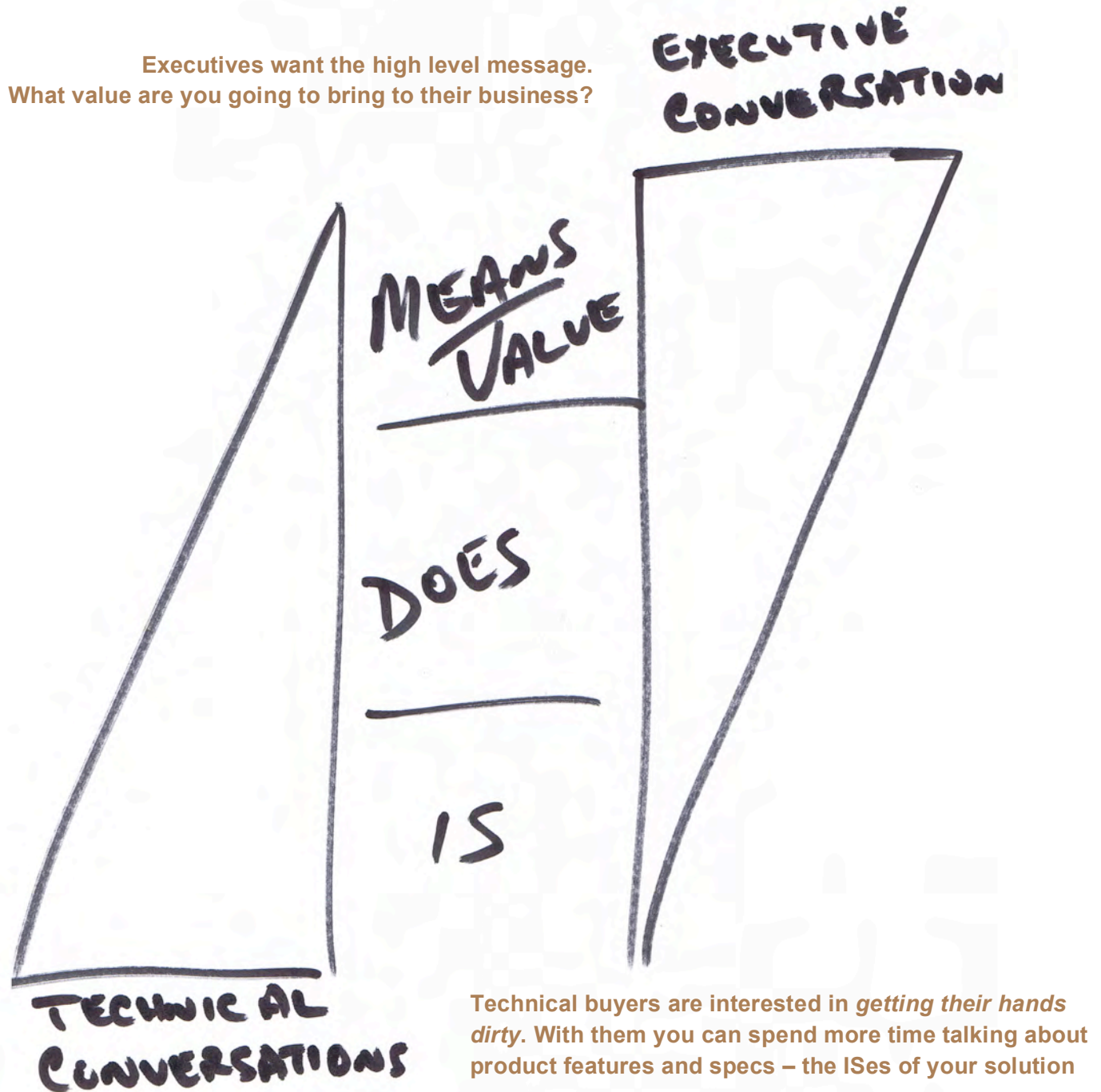


You Get Relegated to Who You Talk Like

In what language are you communicating with your prospect? Are you making it easy for them to understand you? Are you speaking your language or theirs?

Don't be afraid to be different and stand out from the crowd. Align your story with the customer's context and what they care about.

Executives want the high level message.
What value are you going to bring to their business?



Technical buyers are interested in *getting their hands dirty*. With them you can spend more time talking about product features and specs – the ISes of your solution