



Win More Business through Effective Messaging

Your potential customers are continually being barraged with commercial offers throughout their hectic work days. Breaking through the noise to make an impact requires that your messaging be **consistent, compelling, and persuasive.**



The Fairmont Solution

Fairmont Concepts helps you develop clear, effective high-level positioning, effective marketing material, and persuasive sales collateral with a proven message-creation technique.

Creating powerful messaging that resonates with your target audience is key to growing your brand and generating more business.



CREATING GREAT MESSAGING



Setting the Foundation of your Messaging Platform

Fairmont conducts a comprehensive analysis of your current state to establish the foundation for your on-point message creation.

Working with your team, we help you develop a solid understanding of your target markets, customer needs, company strategies, and competitive landscape. We provide an outside, objective evaluation that will focus your business down to essential drivers. This enables you to create targeted messaging that will reach and get results in your end markets.

We work with you to review, adjust, and sharpen your primary corporate messaging and set up a messaging hierarchy system that drives high level positioning down through your layers of product and service marketing vehicles to the individual marketing campaigns.

By starting with the highest level messaging, Fairmont ensures alignment with company culture and strategy as well as primary customer needs.

We leave you with a powerful and easy to use messaging creation tool, the Barbell Message Creation Exercise™ that simplifies the process of developing effective messaging for every use case. The tool shortens your time to create messages and results in material that increases the response rate of your target audience to your calls-to-action.

Creating effective messaging is crucial to engaging prospects and filling your lead and sales pipelines. Let Fairmont Concepts help you maximize your message creation efforts to drive your business success.

Using Fairmont's proven techniques, you will create messaging that:

- Generates more leads
- Nurtures and accelerates customers through your funnels faster
- Earns lasting customer loyalty
- Focuses your company's energy and programs
- Strengthens the most important elements of your company culture