



BLUE PHOENIX RISING
Live Fully, Live Joyously, Live Confidently

PRE-SESSION QUESTIONNAIRE

What problem are you solving?

PROBLEM

Once you know the problem you solve, your company needs to design a complete solution for the problem.

Target Market

Problem

Problem you will solve for them

PRIMARY BENEFITS

List all of the benefits that your company's products and services offer to customers. How do people feel after they do business with you? How do their lives change for the better? List both **logical** and **emotional** benefits. Make sure you are not listing features but the outcome and value that people get.

Logical Benefits

Emotional Benefits





BLUE PHOENIX RISING

Live Fully, Live Joyously, Live Confidently



COMPETITIVE ADVANTAGE

What are your unique advantages compared to the competition? It helps to frame your answers starting with, "Unlike other [your type of company], we..."

Our Competitive Edge

List how you will back up your claims about your benefits and competitive advantage.

Examples include testimonials, case studies, articles, awards, credentials, your guarantee or pledge, letters of recommendation, references, and independent tests.

Ways to back up your claims

In place now?

To do

By when?

Who does it?



COMPANY HISTORY / STORY

A company's history or story can be an instrumental part of one's marketing message.

Write your company's history or story here. Be compelling. Paint a picture that makes your prospects feel a kinship and relationship with you.