

Research Spokesperson Training

Schneider Logistics

Challenge: To enhance the company's sales and marketing efforts by researching and developing consistent and powerful messages to resonate with customers and to train highly-technical logistics professionals to communicate those messages clearly and directly.

Target: Opinion leaders and decision-makers in targeted industries, including automotive, heavy manufacturing and food.

Solution: Bottom Line executed a three-step process to research, develop and train logistics professionals in key message strategies that helped to create a consistent and easy-to-understand image of the products and services. Bottom Line also conducted a message development workshop to examine the characteristics of the company's targeted markets, the issues most important to these audiences, the messages the company wanted to communicate about itself and how Schneider compared to its competition. With that information in hand, as well as with industry and company background, trends, and marketing materials, Bottom Line prepared a summary of its findings and the most effective messages strategies. The message strategies addressed the issues most important to customers, while communicating the strengths of Schneider Logistics. The final report provided an overview of target audiences and the messages most important to each. In addition, the report contained message strategies, key talking points to support the message strategies identified during the message development workshop.

Outcome: The message strategies were first used at the premier industry conference, the Annual Meeting of the Council of Logistics Management, where the president of Schneider Logistics started his term as council chairman. The key messages were used in discussions with virtually all target audiences, helping to create an image of the company, its products and its services. The message strategies also were incorporated into all advertising, direct mail, publicity, newsletters and other communications vehicles.