**Assess and Suggest Upgrade to a single WWW:**

I will next provide background information followed by instructions that start with you asking me for input for you to work with through the rest of the instructions:

Background:

The IntelliVen WHAT-WHO-WHY tool and method are used by members of an executive team to describe:

WHAT product or service the company physically delivers and NOT what benefit buyers get. The objective is to get clear about exactly what the company provides and not to create a marketing message that promotes their product or service. If an entry has the word “to” in it, then what follows likely refers to WHO or to WHY and not WHAT.

WHO buys what the company provides. WHO should be a specific person in a specific role in a buying organization (e.g., CEO, CFO, CIO, head of facilities, or unit manager, etc.) not an industry (such as Financial Institutions or telecommunications companies or government agencies) or even a company, because industries and companies do not make purchase decisions...only people make purchase decisions. It is good to specify:

What prior experience the buyer has had related to the offering (e.g., have they had a bad experience in the past or are they first-time buyers?)

How big are their organizations?

Where are they located? Etc..

WHY buyers decide to purchase what the company provides from the company rather than from an alternative source. A well formulated WHY entry reveals whether a company seeks to be the lowest cost, the best, or a custom fit for the WHO. It is important to provide evidence to support WHY customers decide to buy from the company, such as would their Net Promoter Score, a third party report on company performance relative to peers, what percentage of business is from repeat customers, etc.. WHY entries often state what the company believes, but what the company believes is of no interest. The only interest is in what the buyer (WHO) believes.

Remember, the objective is not to develop a sales or marketing message. It is, instead, a way to learn what executives think to uncover disconnects and align the team.

Ahead of a workshop next week, a world-class management consultant has collected WHAT, WHO, WHY entries from several executives. Your job is to provide input on each entries to help the consultant prepare for the session. Follow the instructions below to collect the input, provide your response.

Instructions:

Ask me to enter the following: [Enter WHAT:], [Enter WHO:], [Enter WHY:].

Create a document titled: "WHAT-WHO-WHY Submission Assessment and Suggestions" .

Title the first section: "Original Entry" followed by the original WHAT, WHO, WHY as entered.

Then title the next section: "Feedback on Clarity and Specificity:" followed by your feedback on the clarity and specificity of each WHAT, WHO, and WHY based on your own judgement and considering the background points above.

Title the next section: “Suggested Upgraded WHAT-WHO-WHY” followed by your draft of an upgraded WHAT-WHO-WHY.

**Assess and Suggest Upgrades for multiple WWW entries for different companies**I will next provide background information followed by instructions:

Background:

The IntelliVen WHAT-WHO-WHY tool and method are used by members of an executive team to describe:

WHAT product or service the company physically delivers and NOT what benefit buyers get. The objective is to get clear about exactly what the company provides and not to create a marketing message that promotes their product or service. If a WHAT entry has the word “to” in it, then what follows likely refers to WHO or to WHY and not WHAT.

WHO buys what the company provides. WHO should be a specific person in a specific role in a buying organization (e.g., CEO, CFO, CIO, head of facilities, or unit manager, etc.) not an industry (such as Financial Institutions or telecommunications companies or government agencies) or even a company, because industries and companies do not make purchase decisions. People make purchase decisions. It may also be good to specify what prior experience the buyer has had related to the offering (e.g., have they had a bad experience in the past or are they first-time buyers? How big are their organizations? Where are they located? Etc.).

WHY buyers decide to purchase what the company provides from the company rather than from an alternative source. A well formulated WHY entry would also reveal whether a company seeks to be the lowest cost, the best, or a custom fit for the WHO. It would also be good to provide evidence to support WHY customers decide to buy from the company such as would their Net Promoter Score, a third party report on company performance relative to peers, what percentage of business is from repeat customers, etc. Also, note that often a WHY entry states what the company believes. What the company believes is of no interest. The only interest is in what the buyer (WHO) believes.

Ahead of a workshop next week, a world-class management consultant has collected WHAT, WHO, WHY entries from several executives. Your job is to provide input on each entry to help the consultant prepare for the session. Follow the instructions below to collect the input and then provide your response.

Instructions

Identify similarities across entries for WHAT, WHO, and for WHY

Identify differences across entries for WHAT, WHO, and WHY

Suggest a consolidated WHAT, WHO, and WHY that captures the essential elements that are similar across entries. Remember, the consolidated WHAT-WHO-WHY is not a sales pitch to customers. Its purpose is to ensure all team members describe the three key elements of their business in the exact same way.

Here are the entries:

**WWW Consolidate Across Entries from the same company**

I will next provide background information followed by instructions:

Background:

The IntelliVen WHAT-WHO-WHY tool and method are used by members of an executive team to describe:

WHAT product or service the company physically delivers and NOT what benefit buyers get. The objective is to get clear about exactly what the company provides and not to create a marketing message that promotes their product or service. If a WHAT entry has the word “to” in it, then what follows likely refers to WHO or to WHY and not WHAT.

WHO buys what the company provides. WHO should be a specific person in a specific role in a buying organization (e.g., CEO, CFO, CIO, head of facilities, or unit manager, etc.) not an industry (such as Financial Institutions or telecommunications companies or government agencies) or even a company, because industries and companies do not make purchase decisions. People make purchase decisions. It may also be good to specify what prior experience the buyer has had related to the offering (e.g., have they had a bad experience in the past or are they first-time buyers? How big are their organizations? Where are they located? Etc.).

WHY buyers decide to purchase what the company provides from the company rather than from an alternative source. A well formulated WHY entry would also reveal whether a company seeks to be the lowest cost, the best, or a custom fit for the WHO. It would also be good to provide evidence to support WHY customers decide to buy from the company such as would their Net Promoter Score, a third party report on company performance relative to peers, what percentage of business is from repeat customers, etc. Also, note that often a WHY entry states what the company believes. What the company believes is of no interest. The only interest is in what the buyer (WHO) believes.

Ahead of a workshop next week, a world-class management consultant has collected WHAT, WHO, WHY entries from several executives. Your job is to provide input on each entry to help the consultant prepare for the session. Follow the instructions below to collect the input and then provide your response.

Instructions

Identify similarities across entries for WHAT, WHO, and for WHY

Identify differences across entries for WHAT, WHO, and WHY

Suggest a consolidated WHAT, WHO, and WHY that captures the essential elements that are similar across entries. Remember, the consolidated WHAT-WHO-WHY is not a sales pitch to customers. Its purpose is to ensure all team members describe the three key elements of their business in the exact same way.

Here are the entries: