

# THE DILIGENCE FIX

**Communication Campaign Planner** *A one-page template for sales leaders*

*Turn a critical message into a behavior — not just a memory.*

## STEP 1: NAME THE MESSAGE

What is the single most important thing you need your team to know, believe, or do differently right now?

Write it in one sentence, as if you were explaining it to a new hire on their first day.

**Our message:** \_\_\_\_\_

## STEP 2: BUILD THE FOUR Cs

Before you plan delivery, make sure your message is ready.

Quality	What it means	Does yours pass?
<b>Clear</b>	No jargon. One idea. Anyone on the team can repeat it.	Yes / Needs work
<b>Connective</b>	It links to something the seller cares about — their clients, results, or career.	Yes / Needs work
<b>Consistent</b>	Same core idea, varied delivery. Doesn't change from month to month.	Yes / Needs work
<b>Call to Action</b>	There's something specific they can do with this — today, this week, next call.	Yes / Needs work

**The CTA for this message is:** \_\_\_\_\_

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## STEP 3: PLAN THE DELIVERY

Map out six weeks of reinforcement. Use a variety of formats. Aim for at least five touchpoints.

Week	Format	Owner	Audience
Week 1	Kickoff / team meeting introduction	You	Full team
Week 2	Manager brief — how to reinforce in 1:1s	You	Managers
Week 3	Short written recap or visual (email, Slack, one-pager)	You or ops	Full team
Week 4	Deal review connection — tie message to a real win or learning	Managers	Reps
Week 5	Rep story or example shared in team call	Rep volunteer	Full team
Week 6	Checkpoint — run the movie trailer test. What do reps say now?	You	Sample of reps

## STEP 4: DEFINE WHAT "LANDED" LOOKS LIKE

How will you know this message has moved from heard to internalized?

- Reps are using the language in client conversations: **Yes / Not yet**
- Managers are referencing it in deal reviews without prompting: **Yes / Not yet**
- The movie trailer test yields consistent answers across experience levels: **Yes / Not yet**

**What behavior change are you watching for?**



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## QUICK REFERENCE: Topics Worth a Campaign

Any message that requires behavior change — not just awareness — deserves this treatment. Common examples in B2B, SaaS, and professional services:

- Shifting from feature selling to value-led conversations
- New sales methodology or process language
- Documenting client intelligence in the CRM consistently
- Elevating multi-threaded relationships (beyond the single champion)
- Transitioning won deals into strong account relationships

*For the full framework behind communication as a growth driver, see The Diligence Fix.*