



# ONE STORY, MANY VOICES

## Multi-Buyer Messaging Model

*How to adapt one story  
across every voice in a deal*

### EXAMPLE: HOW A CDP'S MESSAGE FLEXES ACROSS THE BUYING TEAM

*"We help SaaS companies eliminate data silos and deliver personalized experiences—by giving every team access to a real-time, unified view of their customers."*

### FEATURE MAPPING

Problem	Feature	Solution	Outcome
Customer data is siloed and fragmented	Unified customer profiles	Create a single view of the customer across systems	Clearer segmentation, improved personalization
Campaigns are delayed and poorly timed	Real-time segmentation	Dynamically build and launch segments on the fly	Faster activation, better engagement
Tools require dev support to integrate	Native integrations	Plug into existing systems with minimal lift	Lower IT burden, faster time to value

### CHAMPION (VP OF MARKETING)

**Goal:** Drive acquisition + retention

**Message Angle:** "Launch targeted campaigns that actually convert. Increase CLTV and grow the pipeline—with a unified view of your customers."

### EVALUATOR (TECH LEAD)

**Goal:** Streamlined, scalable architecture

**Message Angle:** "Plug in fast, scale cleanly, and cut down operational noise. Unified profiles = clean data flow."

### BUDGET OWNER (CFO / COO)

**Goal:** Improve ROI and reduce churn

**Message Angle:** "Activate data you already have. Reduce tool overlap and increase LTV—without heavy lift or extra spend."

### INFLUENCER (CRM / LIFECYCLE)

**Goal:** Execute quickly and accurately

**Message Angle:** "Build the segments you need—without waiting for help. Less hassle. More wins."

