

HubSpot

UNBOUNDTM 26

Teardown Live!
Fix Your Messaging to Drive More Conversions

Kate DiLeo
September 17-18, 2026

— BEFORE WE START

Your Workbook

katedileo.com/events

PLEASE make a copy of the Google Doc!

DO NOT edit the master version.



— THE TAKEAWAYS

What you will gain.

01

Discover three practical ways to shift your core sales/marketing messaging to compel your audiences to act

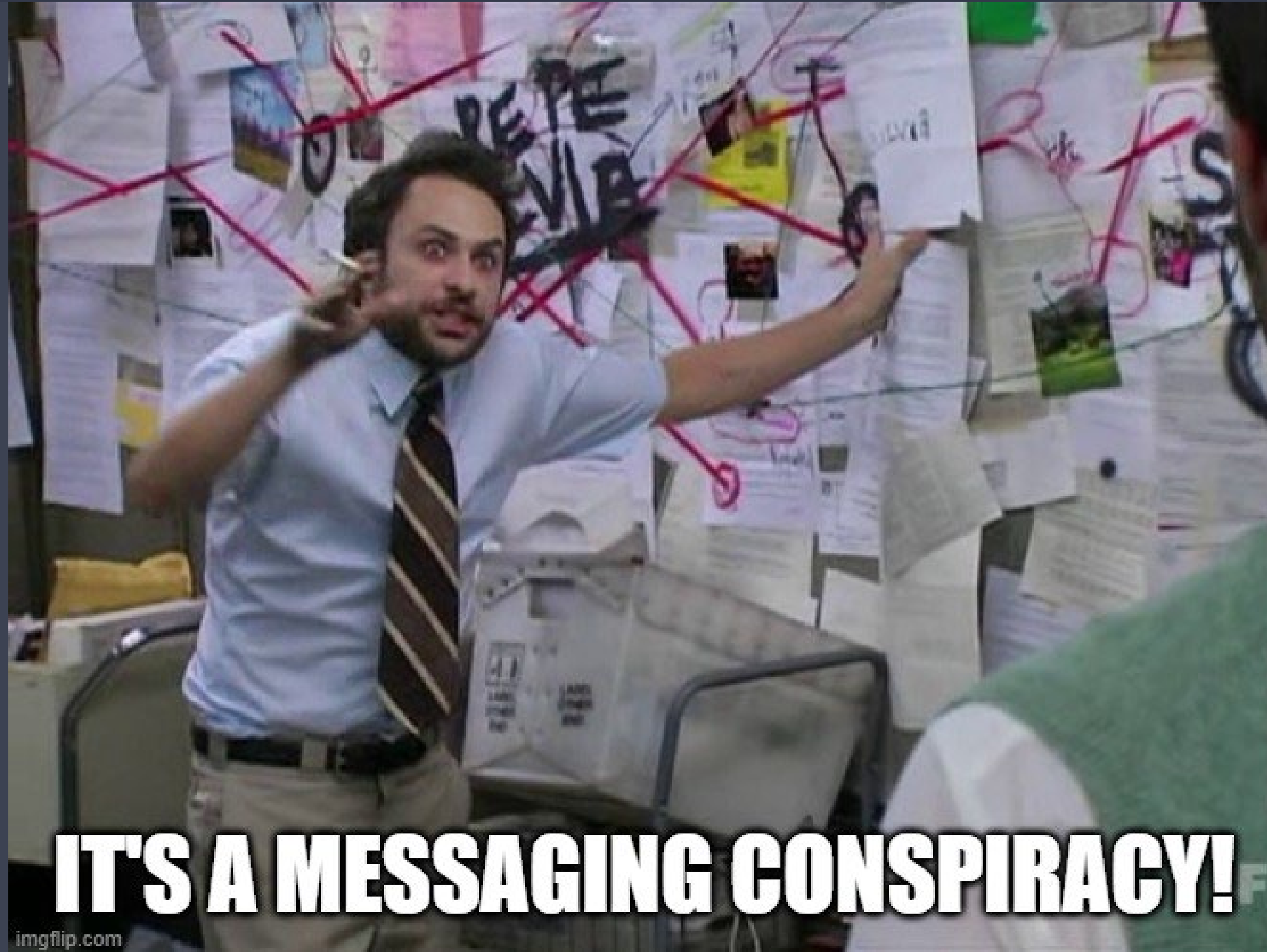
02

Learn how to sharpen your positioning and value proposition to create the "you get me" moment with buyers

03

Know how to develop a messaging framework to better attract prospects and convert them into buyers

But first...the theory...



IT'S A MESSAGING CONSPIRACY!

imgflip.com

THE PATH OF LEAST RESISTANCE TO REVENUE

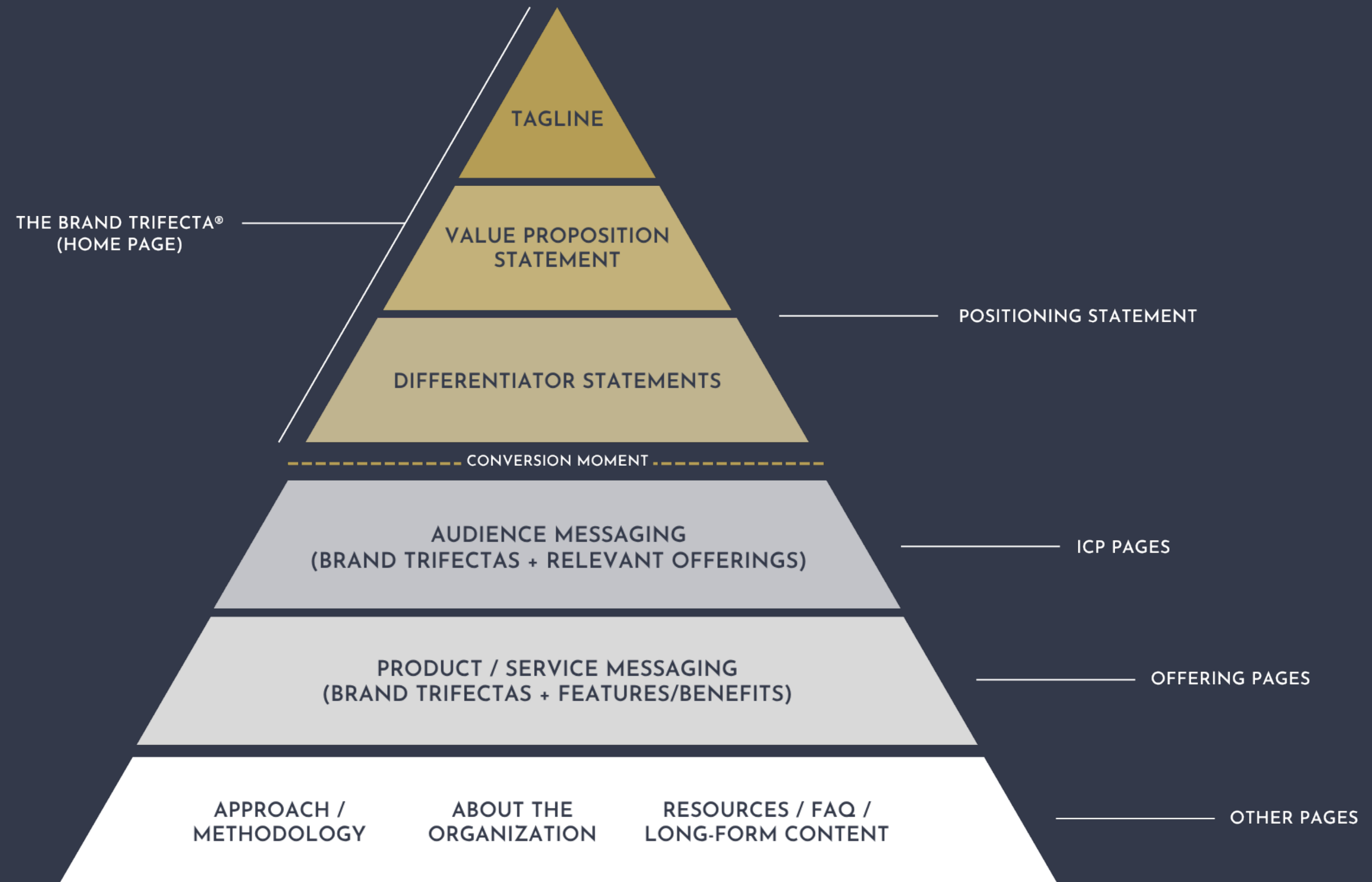
Fix your messaging:

Is it convincing or converting?

*P.S. — don't get hung up
on that word "brand"!*

- ✓ Requires a messaging architecture for your brand
- ✓ Build an order of operations for your messaging
- ✓ Should work top-down and bottom-up
- ✓ Does it create a "You get me!" moment?
- ✓ Does it compel the prospect to act – aka buy?

MESSAGING ORDER OF OPERATIONS



— A PROVEN AND FORMULAIC BRAND MESSAGING MODEL

The Brand Trifecta®

A

Tagline

What you do

B

**Value Proposition
Statement**

*How you solve your
customer's problem*

C

**Differentiator
Statements**

*How you differ from
the competition*

A + B + C = conversion moment

1. Tagline

- ✓ The first line of defense in your brand message
- ✓ 5 – 6 words maximum, not a complete sentence
- ✓ B2B brands: what you do to deliver value
- ✓ B2C brands: the experience the buyer will have
- ✓ Wide variety of structures based on tone of voice

COMPELS A RESPONSE

“What do you mean?”

2. Value Proposition Statement

- ✓ Expounds on your tagline
- ✓ Answers, “Tell me more. What do you mean?”
- ✓ Calls out the buyer’s heart pain (burning platform)
- ✓ States how the buyer can solve their pain with you
- ✓ Invites comparison between you and competitors

CREATES THE CRITICAL

"You get me!" moment

3. Differentiator Statements

- ✓ How you are different and better than competitors
- ✓ 3 – 5 themes max – not all features/benefits
- ✓ Speed, delivery model, proprietary technology, etc.
- ✓ “We are/do this, so that you get this...”
- ✓ Addresses the critical comparison moment

LEADS TO CONVERSION

“Tell me how it works!”

— THE METHOD BEHIND THE BRAND TRIFECTA® “MADNESS”

The Buyer Psychology

01 The “how/what” question signals the conversion

02 They aren’t ready for details until later

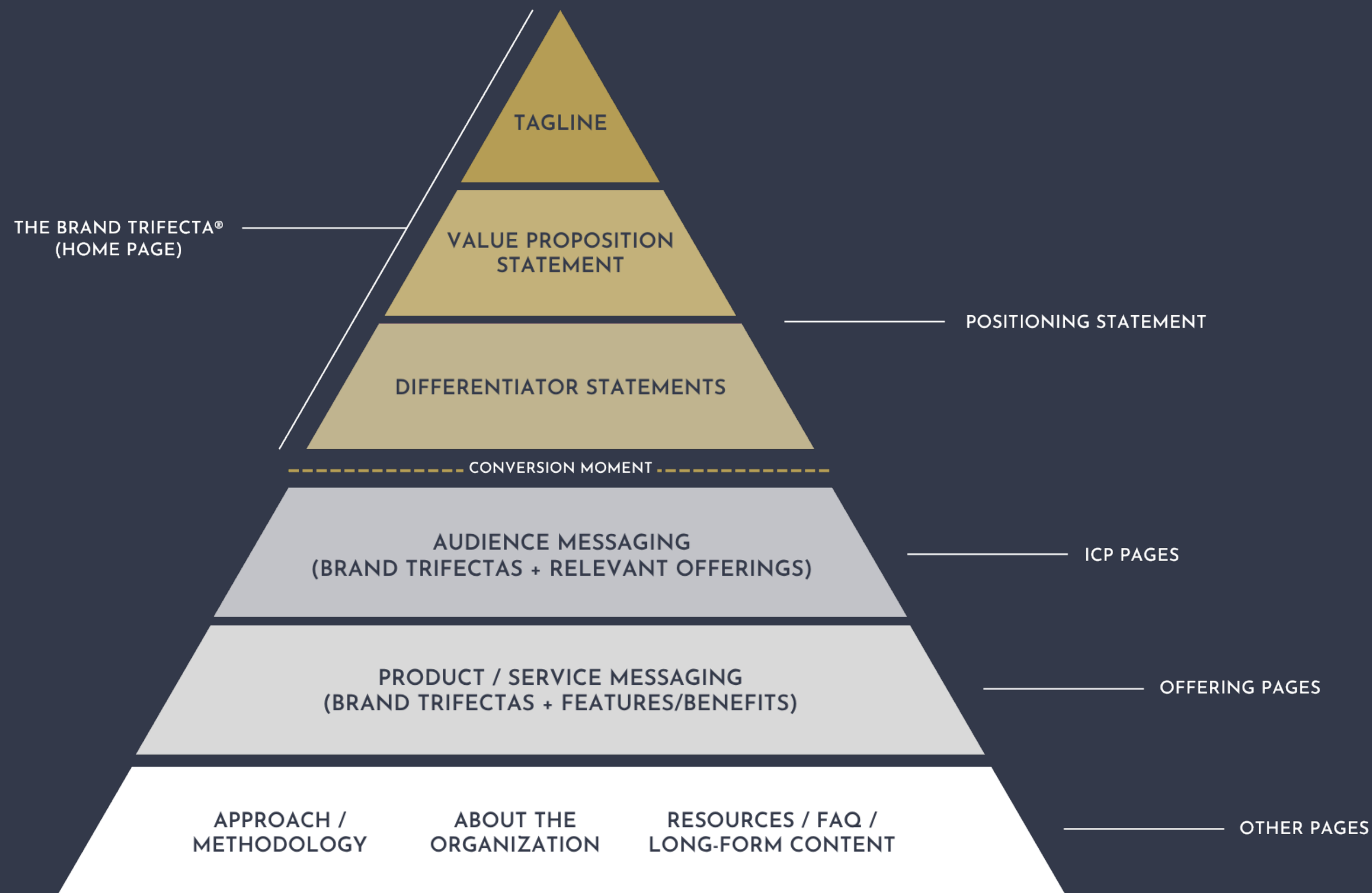
03 Allows prospects to self-select into the process

04 Creates a natural brand and messaging hierarchy

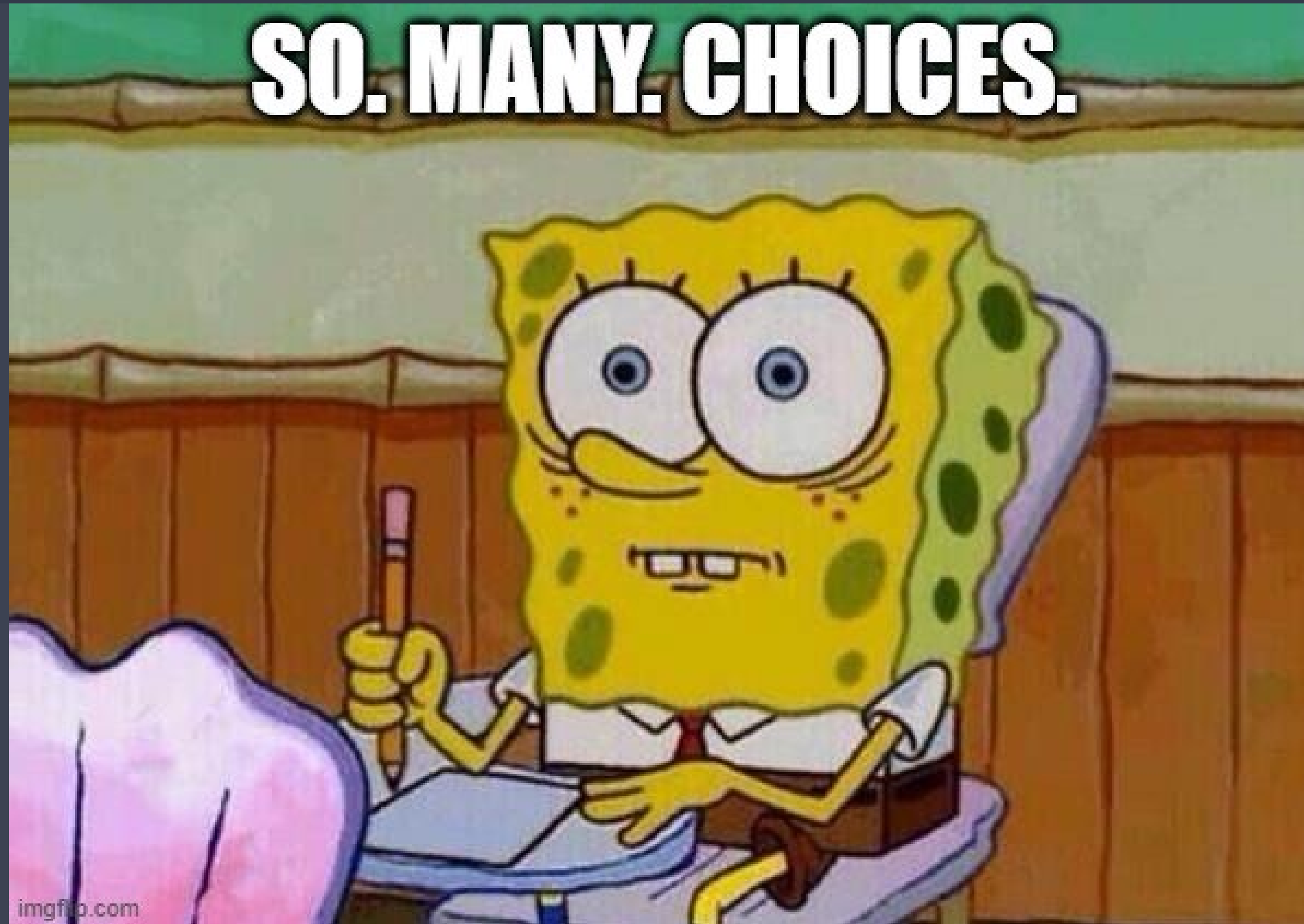
05 Opens the door for other critical content

06 Sets the stage and gives context for storytelling

— MESSAGING ORDER OF OPERATIONS



"My brain hurts already..."



— LET'S ADDRESS THE AI ELEPHANT IN THE ROOM

Using AI to Improve Messaging and Positioning

01 AI is a thought partner,
not a thought leader

02 Use it to create messaging
drafts and optionality

03 Build systems that speed
up the writing process

04 Stay committed to
knowing how to write

05 Keep a critical eye out for
the dreaded em dash

06 You know your brand
best, not your AI tools

WHO IS SAYING WHAT ABOUT YOU + YOUR COMPETITORS

The work that comes first:

Initial analysis is critical for
strong messaging + positioning

*Don't just analyze your
own marketing materials!*

- ✓ Competitive analysis: value props, positioning, differentiation
- ✓ Customer analysis: why they chose you over the competition
- ✓ Customer analysis: how they talk about their problems
- ✓ Sales call and onboarding call transcripts are GOLD!
- ✓ Look for language patterns – actual verbiage used

DEVELOP A TONE OF VOICE SYSTEM WITH AI OR BY SCRATCH

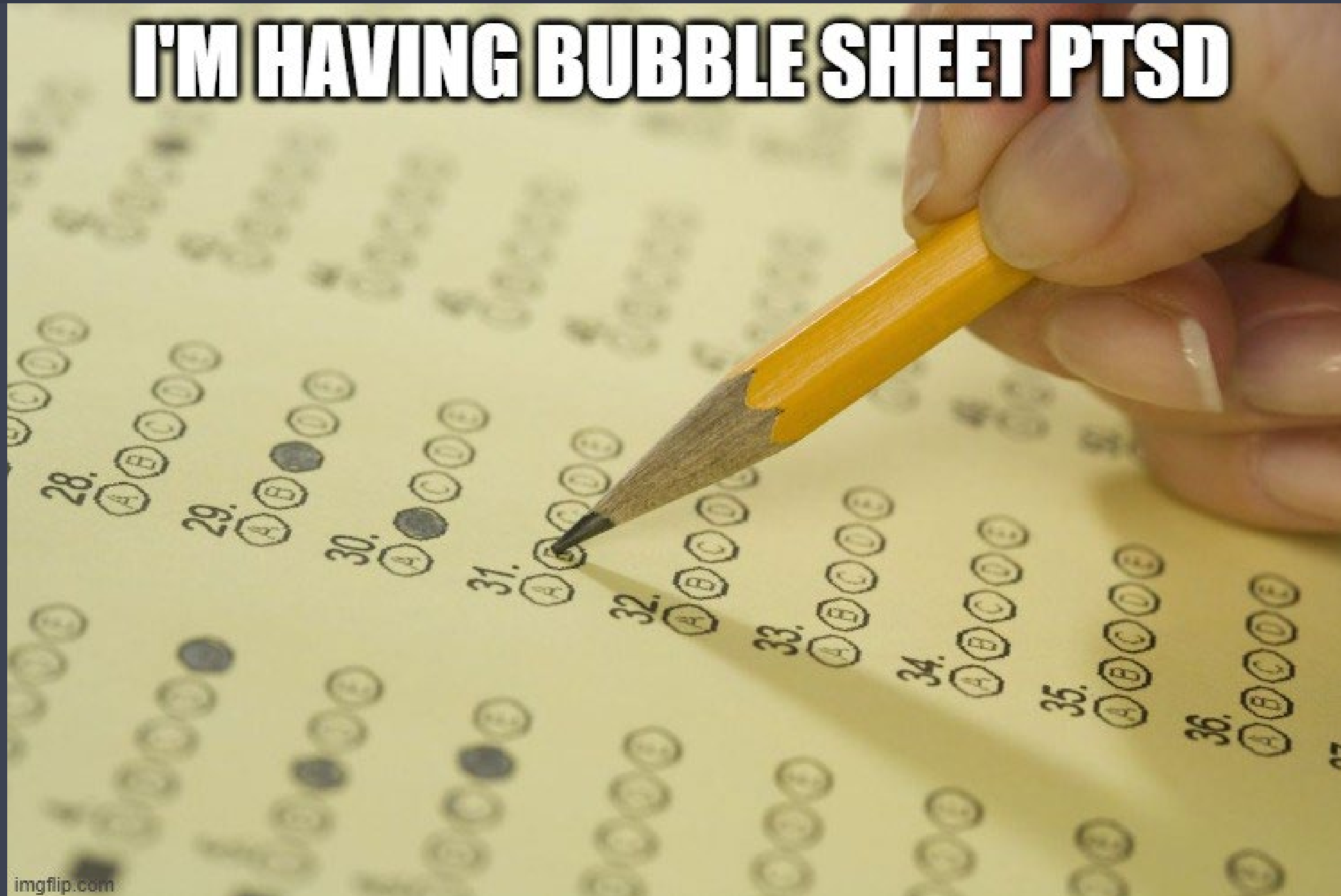
The front-end work, cont'd:

The message must sound and
seem authentically like you

*Tone of voice is not
aspirational – it's truthful...*

- ✓ Celebrity figure as a tone-of-voice anchor (how they sound)
- ✓ Tone of voice characteristics – at least 10 descriptors
- ✓ Punctuation and grammar “do’s” and “don’ts”
- ✓ Sentence structure “do’s” and “don’ts”
- ✓ Cadence and rhythm for the message (can you hear it?)

“OMG! There is so much to remember!”



Just Remember:



Okay, folks...



**SEE MESSAGING
EXAMPLES AND TRY
IT FOR YOURSELF**

We will work backwards:

Differentiators → Tagline

*Message becomes sharper
when built in this order...*

- ✓ Create a "parking lot" area for language concepts
- ✓ Consider what messaging ideas may work for your brand
- ✓ Remember that tone of voice and ICP analysis are critical
- ✓ Don't overthink it – allow the process to be fun!
- ✓ Leverage the Q&A portion – share and learn from others

— DO NOT FORGET

Your Workbook

katedileo.com/events

PLEASE make a copy of the Google Doc!

DO NOT edit the master version.



Differentiator Statements



**HOW YOU ARE
DIFFERENT + BETTER
THAN THE REST**

Differentiator Statements:

3 – 5 themes max –
not all features/benefits

*"We are/do this, so that
you get this..."*

- ✓ **Headline + supporting statement(s)**
- ✓ **Can have one-sentence or two-sentence structure**
- ✓ **Written in 1st person – can use the words "we" and "our"**
- ✓ **Speed, delivery model, proprietary technology, etc.**
- ✓ **Sits just below the fold of the page – don't bury them!**

— ABOUT THE BRAND

Euler



Partner Relationship Management (PRM) Platform

Sub \$10M

Revenue

600%

**ARR growth in 2025 —
and has already doubled
in H1 2026**

\$4.3M

**Seed funding raised,
August 2026**

- Serves B2B tech: AI, telecom, MarTech, AdTech, HRTech, Edtech, FinTech, SaaS, etc.
- Logos include: Gong, BambooHR, OpenSesame, Bloomreach, Zip, and Float
- Primarily organic inbound: focus on word-of-mouth + content marketing + founder's brand
- Founder-led sales + 1 SDR + 2 marketers, with teams growing at a surgical pace in 2026

— WHAT'S GOING ON WITH THE BRAND

Euler

Fast growth and fierce competition

- Had massive expansion of platform capabilities in less than 12 months that evolved the entire narrative
- Competitors claiming "ai-powered" but products don't have same capabilities

The details of the messaging shift

- Wanted a bolder narrative that called out capabilities and showed how the product exceeded competitors' claims
- Needed to "own" the PRM category vs. create a new category in the market

Before

The screenshot shows the Euler website homepage. At the top is a navigation bar with the Euler logo, links for AI Solutions, Features, Partner Directory, Case Studies, Pricing, and Careers, and buttons for Sign In and Schedule Demo. The main content area features a central heading 'Meet EULER' with the subtitle 'AI-Native PRM for Partner Teams'. Below this is a row of five columns, each with a title, a promise, and a descriptive paragraph. Annotations in yellow boxes highlight the 'two sentence structure' (pointing to the first column), 'positive promise of ease, experience, revenue' (pointing to the central promise row), and 'direct yet friendly tone' (pointing to the fifth column).

two sentence structure

Meet EULER
AI-Native PRM for Partner Teams

positive promise of ease, experience, revenue

direct yet friendly tone

BUILT	DESIGNED	DEVELOPED	CREATED	ENGINEERED
By partnership leaders for partnership leaders	To make partner revenue truly scalable	To be ridiculously easy to use	To deliver an outstanding partner experience	To make partner data work for you (finally)
We've lived the chaos of juggling 20+ jobs with zero resources. Euler gives you the tools, operating systems, and execution support you need to get the job done with excellence.	We don't just make it easier - we make it work. Euler automates the critical workflows that drive partner-sourced revenue, helping you go from reactive to repeatable - faster than ever.	We help you scale results without scaling the work. Euler streamlines even the most cumbersome partnership processes through an intuitive and user-friendly platform experience.	We give partners what they need, when and where they need it. Euler keeps your partners informed, engaged, and equipped - without forcing them to log in or chase you down.	We turn fragmented partner data into actionable insights. Euler captures every activity across your partner ecosystem, enabling you to make smarter, faster decisions that drive growth.

After

Why Partner Teams Choose EULER.

pared down to 3 - some irrelevant or said elsewhere

bambooHR GONG bloomreach Zip Float OpenS

sentence 1 became pain statement

bolder pain sentiment

01

Scalable Infrastructure, Not Workarounds

Most partner programs run on a patchwork of spreadsheets, disconnected tools, and manual processes.

EULER is the centralized operating system that keeps your partner motion running smoothly so execution is consistent, scalable, and measurable.

02

Partner Action, Not Friction.

When partners have to search, wait, or work too hard, momentum stalls.

EULER reduces operational complexity and optimizes your partner experience by partner experience by automating engagement, streamlining workflows, and meeting partners where they already work.

03

Data Defensibility, Not Doubts.

If partner data is fragmented and attribution is fuzzy, every performance conversation comes with a caveat.

EULER makes partnerships measurable, credible, and reportable, so your team can confidently stand behind the numbers and justify

provable capabilities

EXAMPLE 2

Schuler Shoes

When it comes to style and comfort, you don't have to compromise. At Schuler Shoes, our mission is to help you get on your feet and go where life takes you. The Schuler Shoes Experience is about helping you find the right pair – every time through our:

- 1 Service.** We are committed to providing a welcoming environment every time you shop.
- 2 Selection.** We curate hundreds of brands and thousands of styles from around the world.
- 3 Sizes.** Our fit experts take the time to help you find footwear that looks and feels great.

Happy Feet. Happy Life.

shorter sentences for B2C differentiators



— EXAMPLE 3

PropFuel

The image shows a website mockup for PropFuel. At the top, there are four navigation buttons: 'Insights' (highlighted in orange), 'Automation', 'Engagement', and 'Membership AI'. Below these is the headline 'More signal. Less noise.' followed by a paragraph: 'The Insights Engine interprets member behavior and surfaces who wants what, who's at risk, and who's ready for more — so you stop guessing and start acting.'. Below this is a list of four bullet points: 'Real-time member signals and response analysis', 'At-risk member identification before they lapse', 'AI-powered insight agent that learns over time', and 'Clear, actionable dashboards — not data dumps'. A 'Learn More →' button is at the bottom left. On the right, there is a preview of the dashboard. The top section is 'MEMBER SIGNAL' for 'Sarah Chen', showing a 'Healthy' status and a 'Signal Strength' of 87. Below this are tabs for 'Certification', 'Events', 'Advocacy', and 'Mentorship'. The bottom section is 'AT-RISK MEMBERS', showing '12 flagged' and a list of three members with progress bars and scores: J. Rivera (23), M. Patel (31), and K. Olsen (18). Two yellow callout boxes with arrows point to specific parts: one points to the phrase 'so you stop guessing and start acting.' with the text 'supporting sentence has the “so that”', and the other points to the list of features with the text 'features listed beneath differentiator'.

Insights Automation Engagement Membership AI

More signal. Less noise.

The Insights Engine interprets member behavior and surfaces who wants what, who's at risk, and who's ready for more — so you stop guessing and start acting.

- Real-time member signals and response analysis
- At-risk member identification before they lapse
- AI-powered insight agent that learns over time
- Clear, actionable dashboards — not data dumps

Learn More →

supporting sentence has the “so that”

features listed beneath differentiator

MEMBER SIGNAL Healthy **87** Signal Strength

Sarah Chen
Director of Programs, ACME Assoc.

Certification Events Advocacy Mentorship

AT-RISK MEMBERS 12 flagged

J. Rivera		23
M. Patel		31
K. Olsen		18

— 5 MIN WORK + 5 MIN Q & A

Now It's Your Turn

01

What language do you *actually* use with customers to describe your 3-5 differentiators?

02

How do your customers *actually* describe the ways you are different + why they chose you?

THE GOAL:

Find the verbiage that is already working to create the conversion moment! This prevents AI slop and “business speak” in your messaging. Powerful, authentic messaging comes from using what is working and filling in the gaps where you customers are confused. Document and strengthen differentiators where you have to “convince” or over explain the concept.

Positioning Statement



THE CATEGORY YOUR BRAND INHABITS IN THE MARKET

Positioning Statement:

Multiple schools of thought –
April Dunford, Fletch PMM, etc.

*More than strategy, it is a
statement that drives clarity.*

[Brand] is the [category / type of solution] for [specific
✓ audience] that [solves meaningful problem / creates outcome]
through [distinctive approach or advantage].

[Brand] is the [category / type of solution] that [does this] for
✓ [specific audience] through/with [distinctive approach or
advantage] so that [they get what value].

- ✓ Must be clear and provable – not aspirational or fluff
- ✓ Written in 1st or 3rd person, depending on tone of voice
- ✓ Sits between value proposition statement and differentiators

— ABOUT THE BRAND

QuotaPath

AI-Native Compensation Solution



\$15M+

Revenue

1,000+

**Customers across SaaS,
manufacturing, services,
insurance, etc.**

60%

**Of customers use
HubSpot CRM**

- HubSpot customers include: Tabs, Blitzzy, Zapier, Kahoot!, and Rentvine
- 90% inbound: focus on brand + word-of-mouth + channel distribution with HubSpot, Rippling, etc.
- Sales team: 6 AEs, 2 BDRs, 6 AM, 7 CSMs, with a new focus on solution selling

— WHAT'S GOING ON WITH THE BRAND

QuotaPath

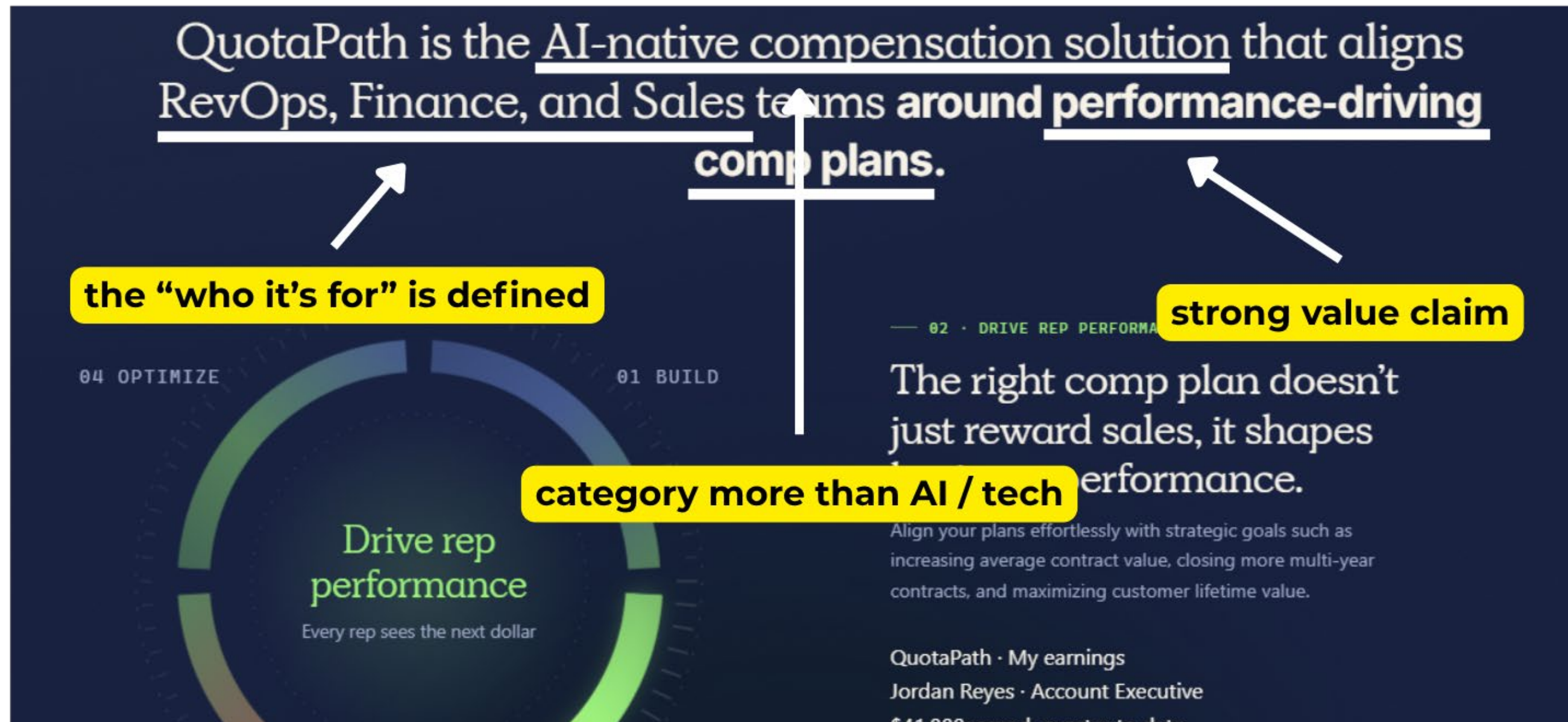
The innovator's dilemma

- Needed to evolve and add new offerings for new ICPs without turning off primary ICP who loves core product
- Trifecta: QuotaPath core product, Atlas (AI product), and managed services

The details of the messaging shift

- Wanted a narrative that wasn't another "AI story" but about delivering concrete compensation and payroll outcomes
- Needed a clear position in the market not based solely on core product

After



QuotaPath is the AI-native compensation solution that aligns RevOps, Finance, and Sales teams around performance-driving comp plans.

the “who it’s for” is defined

strong value claim

category more than AI / tech

04 OPTIMIZE

01 BUILD

Drive rep performance
Every rep sees the next dollar

02 · DRIVE REP PERFORMANCE

The right comp plan doesn’t just reward sales, it shapes performance.

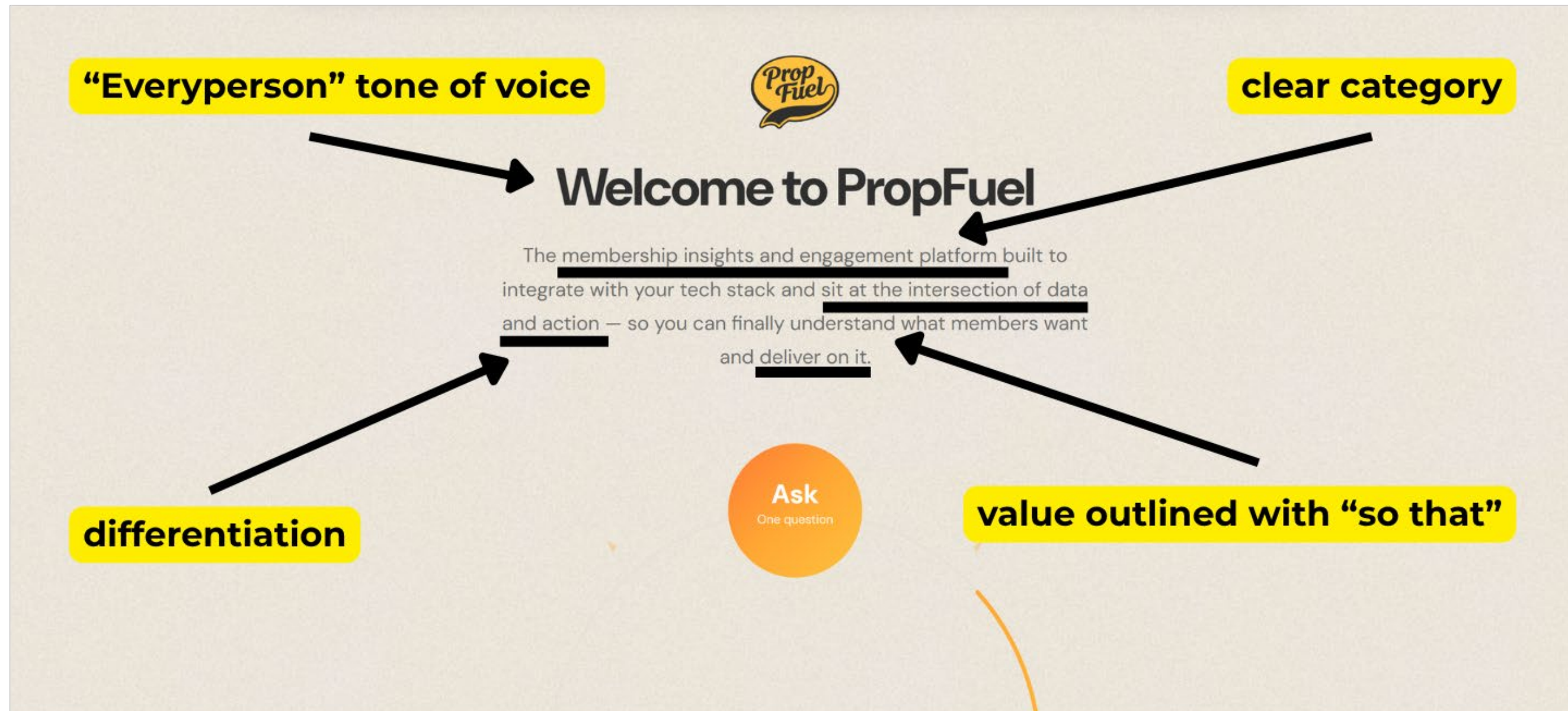
Align your plans effortlessly with strategic goals such as increasing average contract value, closing more multi-year contracts, and maximizing customer lifetime value.

QuotaPath · My earnings
Jordan Reyes · Account Executive
\$41,880 earned, quarter to date

The advertisement features a dark blue background with white and green text. A central vertical line is crossed by a horizontal line. Three yellow callout boxes with black text point to specific parts of the ad: 'the “who it’s for” is defined' points to 'RevOps, Finance, and Sales teams', 'strong value claim' points to 'performance-driving comp plans.', and 'category more than AI / tech' points to 'AI-native compensation solution'. A circular graphic on the left shows '04 OPTIMIZE' and '01 BUILD' segments. A section on the right titled '02 · DRIVE REP PERFORMANCE' describes how the comp plan shapes performance and includes a testimonial from Jordan Reyes.

— EXAMPLE 2

PropFuel



EXAMPLE 3

QuotaPath Services

offer-level positioning becoming more important

One team for execution and strategy.

QuotaPath Strategic Services combines trusted software, AI guidance, and human expertise to ensure your incentive compensation function runs accurately, improves continuously, and drives the right business outcomes.

differentiators back it up



Delivering both execution and strategy

We embed a Commissions Manager and Variable Comp Strategist who pay your commissions and provide best-in-class advice on comp plan design. The result? Your comp function runs smoothly and drives the right behaviors.



Powered by proprietary comp data

Everyone uses AI for comp plan advice, but the difference is what it's trained on. Atlas is trained on 10+ years of QuotaPath's own commission data from tens of thousands of real plans, ensuring your comp plan becomes a strategic business driver.



Human accountability behind every payout

Your dedicated QuotaPath team completes your commission cycle accurately and on time while also catching potential mistakes and flagging issues early. Bottom line: pay is personal. There's no margin for error.

speaks to full breadth of solution

when combined with differentiators, keeps statement shorter

— 5 MIN WORK + 5 MIN Q & A

Now It's Your Turn

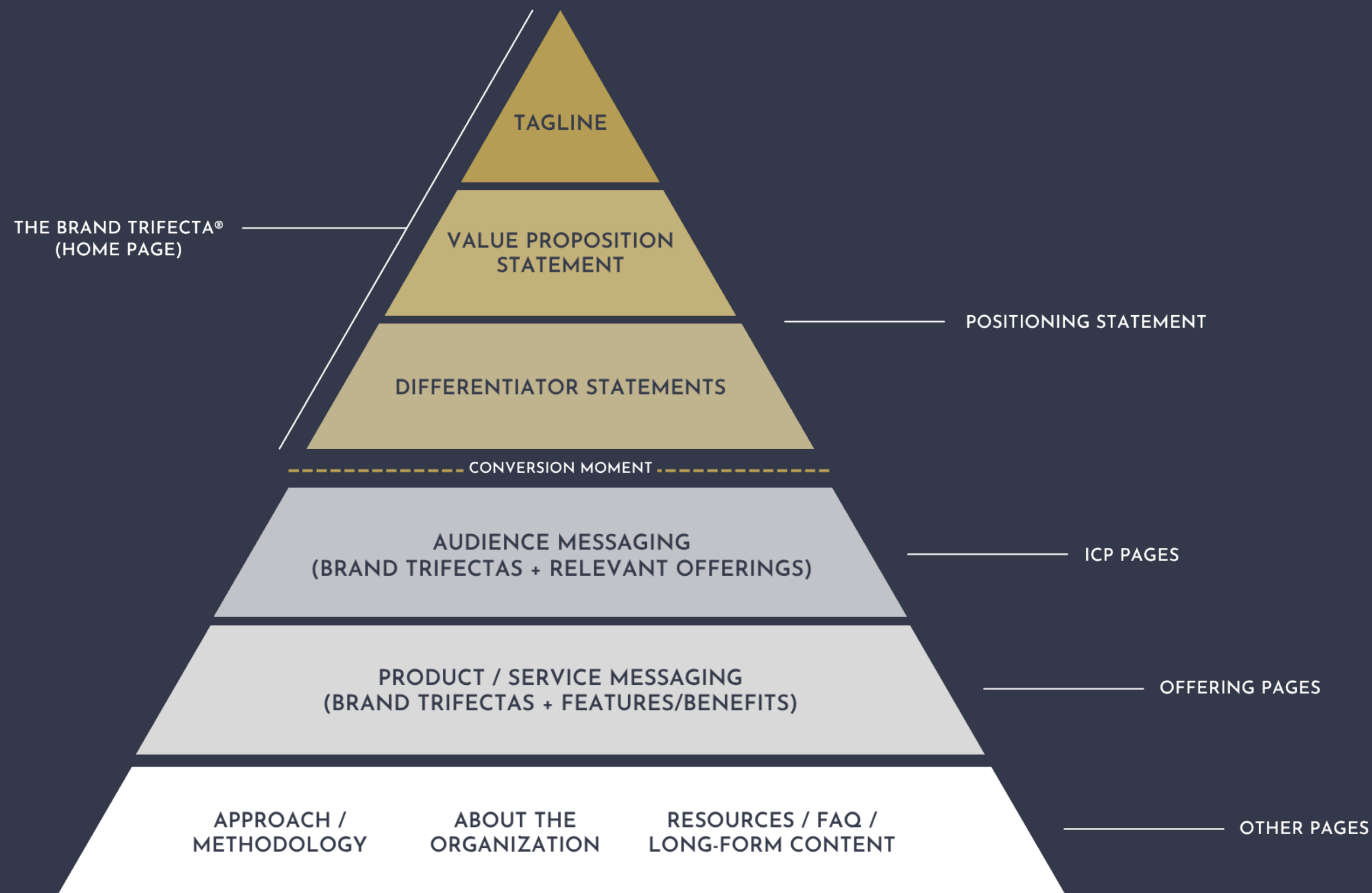
Fill in the blanks for these two positioning statement structures:

- 01 [Brand] is the [category / type of solution] that [does this] for [specific audience] through / with [distinctive approach or advantage] so that [they get what value].
- 02 [Brand] is the [category / type of solution] for [specific audience] that [solves meaningful problem / creates outcome] through [distinctive approach or advantage].

THE GOAL:

Determine which positioning statement structure works best for your brand. Take note of language that could get wrapped into your differentiator statements or value proposition statement. Finally, as you edit and wordsmith, DO NOT cut the [category / type of solution] from the positioning statement in the name of trying to keep things short and sweet!

— MESSAGING ORDER OF OPERATIONS



Value Proposition Statement



**THE PROBLEM THEY
FACE + HOW YOU
SOLVE IT**

Value Proposition:

It is personal and actionable,
not passive or general in nature

*This is your place to create
the “You get me!” moment...*

- ✓ Two-parts: pain statement + call-to-action statement
- ✓ Wide variety of structures based on your tone of voice
- ✓ Written in 2nd person – speaks directly to your target audience
- ✓ Calls out the heart pain and tells them how to solve it
- ✓ Sits above the fold – across the hero and below tagline

— FIVE COMMON STRUCTURES IN THE ENGLISH LANGUAGE

Value Proposition Statement

Pain statement: "The reality is...[call out the true heart pain they are experiencing]"

Call-to-action statement: "Therefore, take this action so you get that pain solved."

01 *"Stop doing this. Start doing that."*

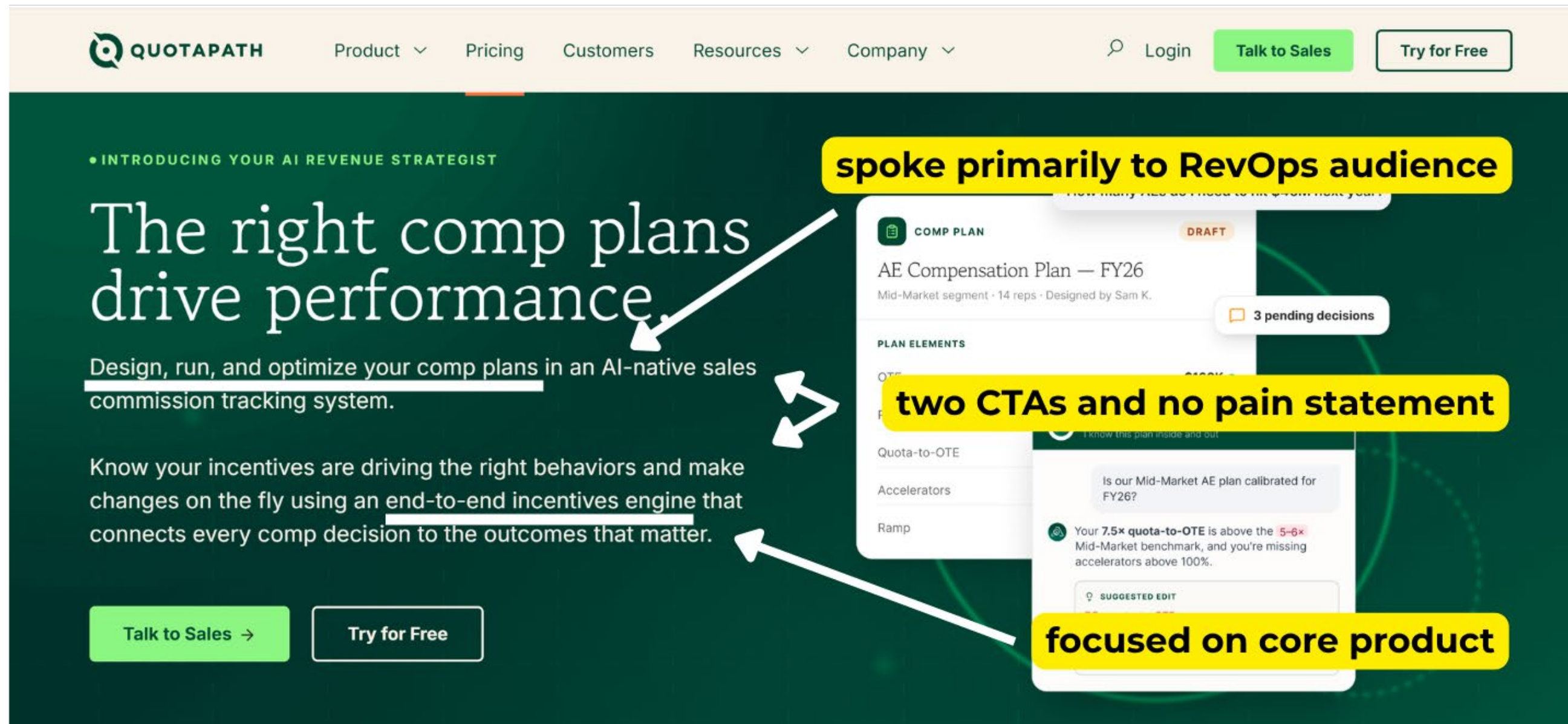
02 *"The reality is... It's time to _____. It's time to _____. It's time to _____."*

03 *"What is it costing you...? What is it worth to...? Do this."*

04 *"It's about more than _____. It's about _____. Do this."*

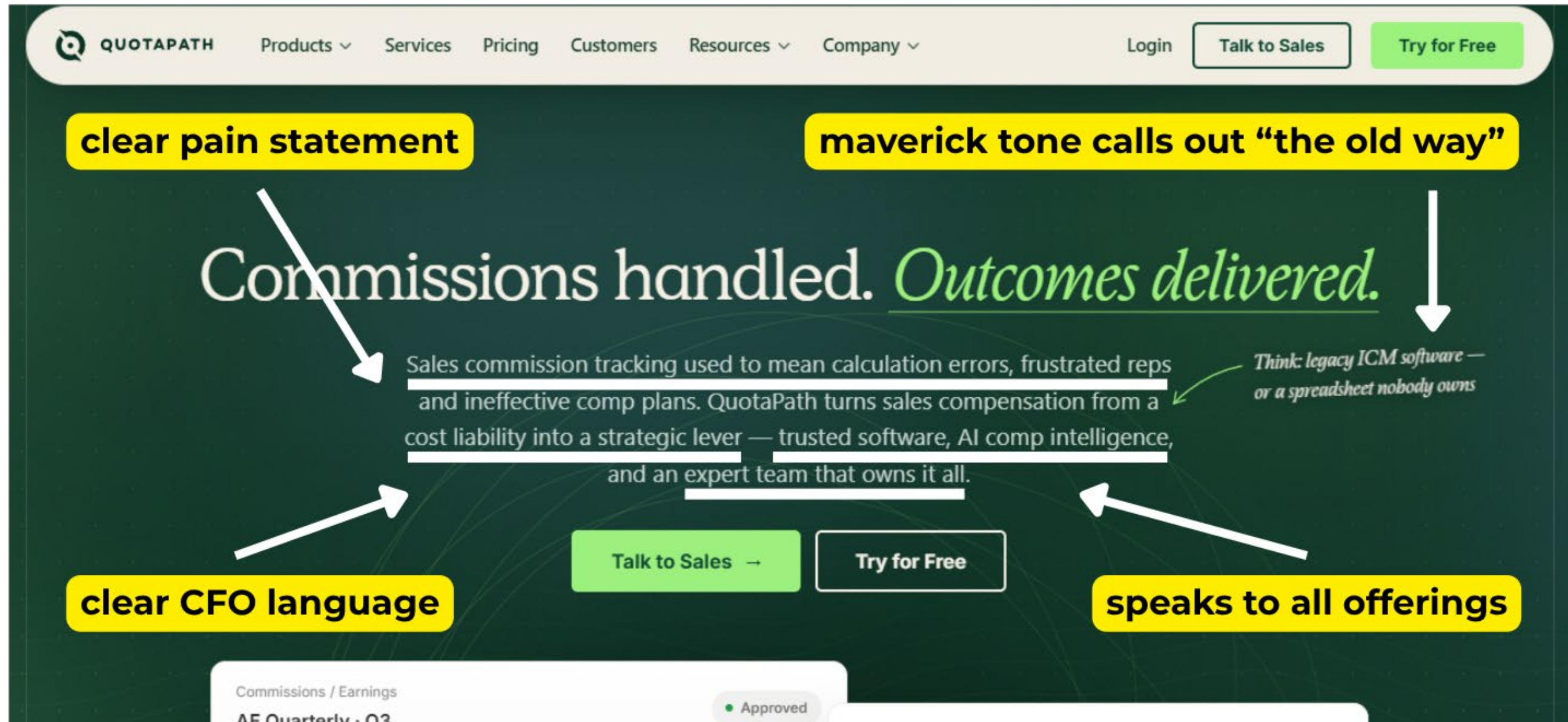
05 *"You don't need that. You need this. Do this." (You "deserve")*

Before



EXAMPLE · QUOTAPATH

After



quotapath.com

EXAMPLE 2

Revenue Reimagined

The screenshot shows the homepage of Revenue Reimagined. The navigation bar includes links for Who We Serve, AI GTM, Services, Methodology, Insights, Case Studies, Resources, and About Us. A secondary navigation bar offers a custom GTM Foundations service. The main headline is 'Bridge The GTM Gap™'. Below it, three lines of text are underlined: 'Fancy slide decks and legacy strategies won't fix your GTM.', 'Only a precise yet adaptive revenue system will.', and 'Get out of the consultant trap and partner with a team of proven, embedded GTM operators who have the chops to actually drive predictable, responsible growth.' A green button at the bottom left says 'Book a GTM Gap® Analysis'. Annotations include a yellow box pointing to the headline stating 'maverick tone of voice - says what they are NOT' and another yellow box pointing to the underlined text stating 'use of bold/italics'.

Revenue Reimagined

Who We Serve AI GTM Services Methodology Insights Case Studies Resources About Us

Get your custom GTM Foundations! Value Prop, ICP, Buying Persona, Competitive Intelligence. Get GTM Foundations! →

Bridge The GTM Gap™

Fancy slide decks and legacy strategies won't fix your GTM.

Only a **precise yet adaptive revenue system** will.

Get out of the consultant trap and partner with a team of proven, embedded GTM operators who have the chops to **actually** drive predictable, responsible growth.

Book a GTM Gap® Analysis

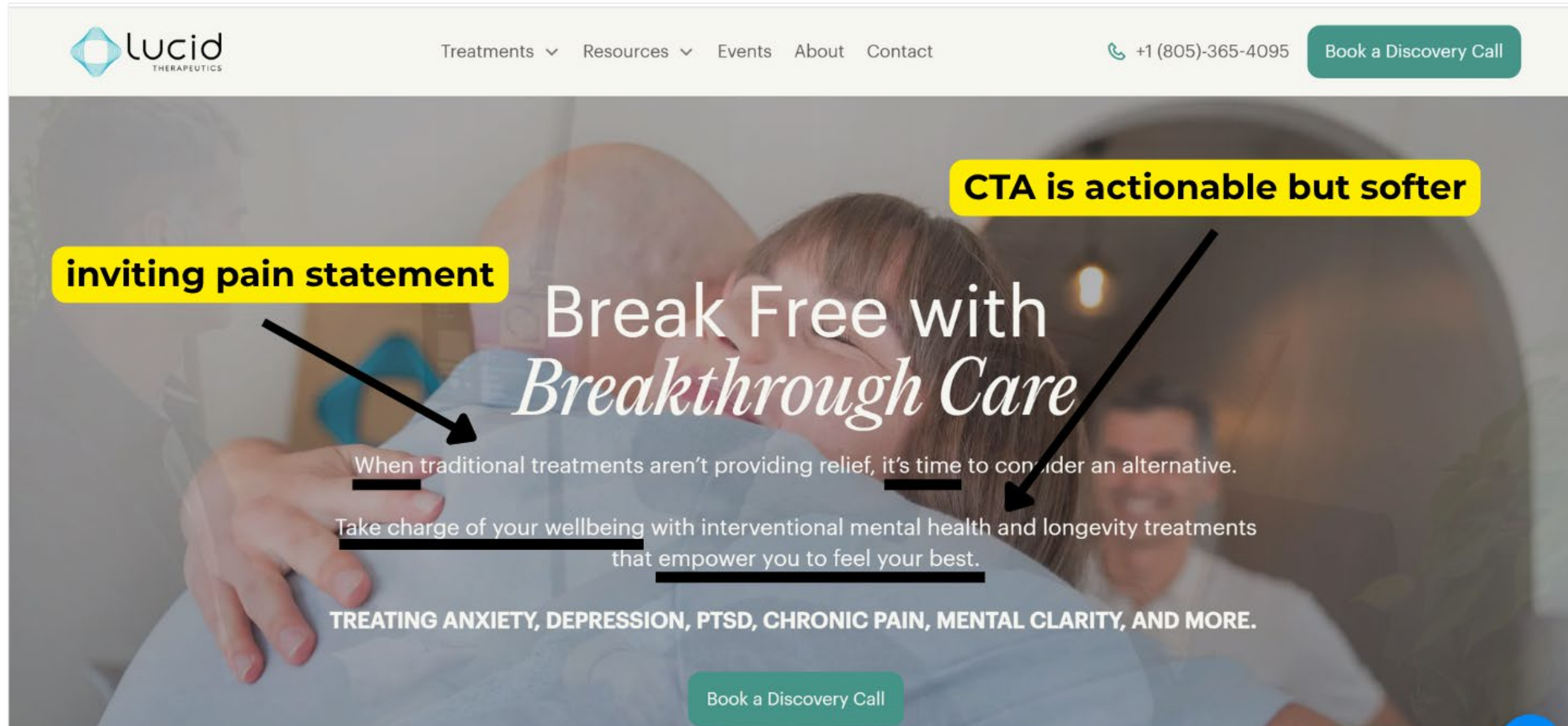
maverick tone of voice - says what they are NOT

use of bold/italics

revenue-reimagined.com

EXAMPLE 3

Lucid Therapeutics



thelucid.life

— 5 MIN WORK + 5 MIN Q & A

Now It's Your Turn

01

List out the heart pain your audiences are facing. This goes in your pain statement.

02

Document the action they should take to solve that pain. This goes in the CTA statement.

THE GOAL:

Take time to review the value proposition statement structures. Prioritize creating options for the structures that work best for your brand's tone of voice. Take note of language that could get wrapped into your differentiator statements or positioning statement. Finally, as you edit, remember that multiple structures may need to be created to make a final call.

— FIVE COMMON STRUCTURES IN THE ENGLISH LANGUAGE

Value Proposition Statement

Pain statement: "The reality is...[call out the true heart pain they are experiencing]"

Call-to-action statement: "Therefore, take this action so you get that pain solved."

01 *"Stop doing this. Start doing that."*

02 *"The reality is... It's time to _____. It's time to _____. It's time to _____."*

03 *"What is it costing you...? What is it worth to...? Do this."*

04 *"It's about more than _____. It's about _____. Do this."*

05 *"You don't need that. You need this. Do this." (You "deserve")*

Tagline



THE BIG, BOLD PROMISE OF THE VALUE YOU DELIVER

Tagline:

It is provocative and actionable,
not passive or vague

*It is the first line of defense
in your brand message...*

- ✓ 5 – 6 words maximum, not a complete sentence
- ✓ Wide variety of structures based on your tone of voice
- ✓ Written in 2nd person – speaks directly to your target audience
- ✓ Speaks to what you do or the experience the buyer will have
- ✓ Sits above the fold – across the hero image as the H1

SEVEN COMMON STRUCTURES IN THE ENGLISH LANGUAGE

Tagline

B2B Tagline: Answers the question, “What do you do?”

B2C Tagline: Answers the question, “What will I experience with your product or brand?”

GERUND

Making Tax Compliance Effortless

VERB

Make Tax Compliance Effortless

NOUN

Tax Compliance without the Effort

ADJECTIVE

Effortless Tax Compliance for Your Business

3 + 3 COMBO

Effortless Tax Compliance. Improved Business Profitability.

2 + 2 + 2 COMBO

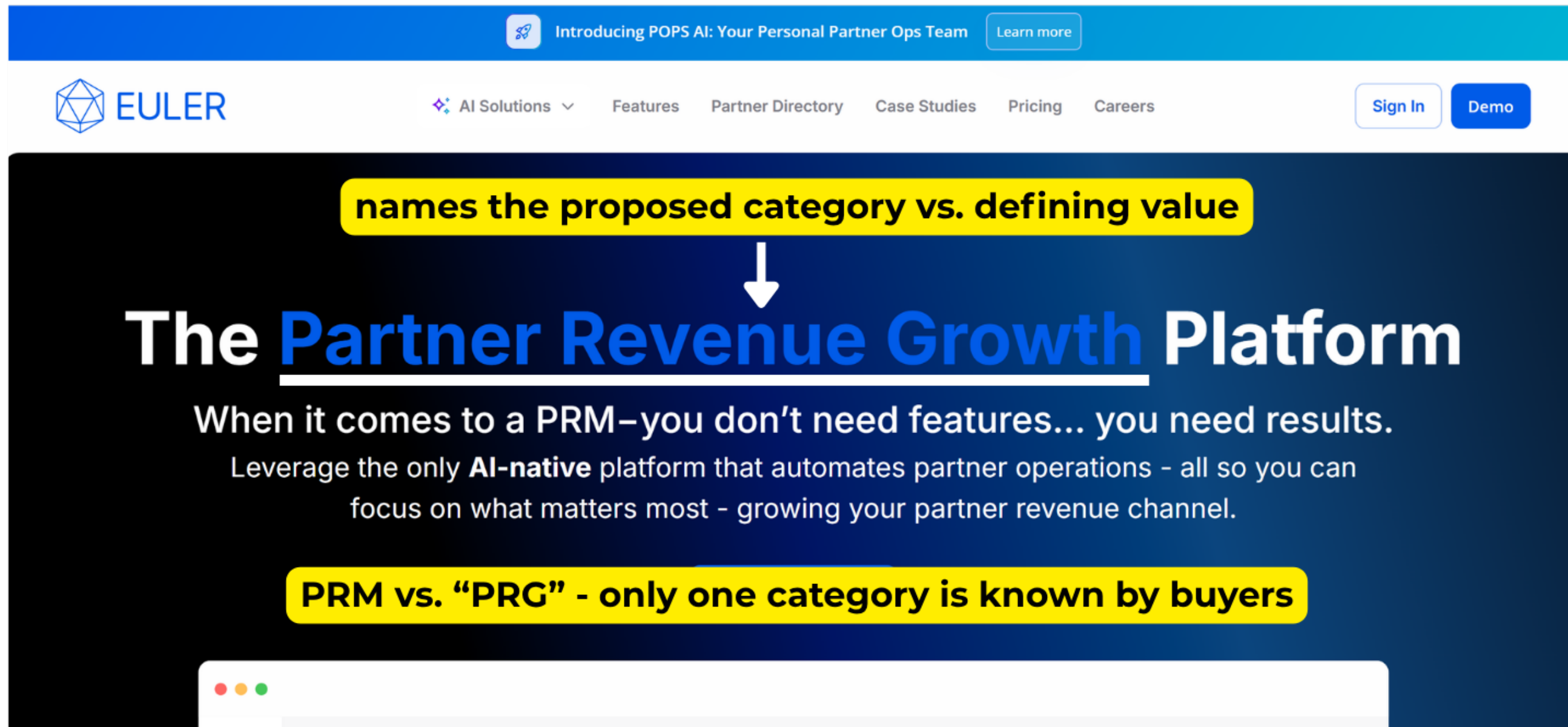
Effortless Compliance. Improved Profitability. Smarter Growth.

1 + 1 + 1 COMBO

Compliance. Profitability. Growth.

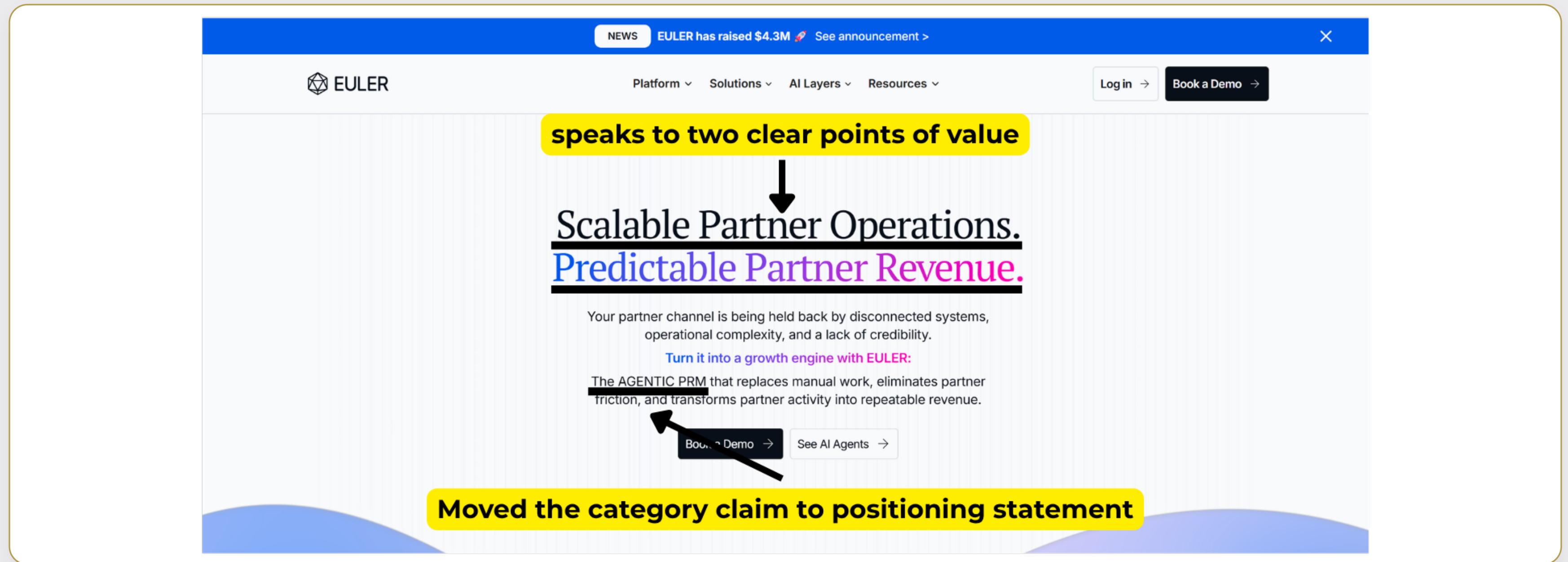
EXAMPLE · EULER

Before



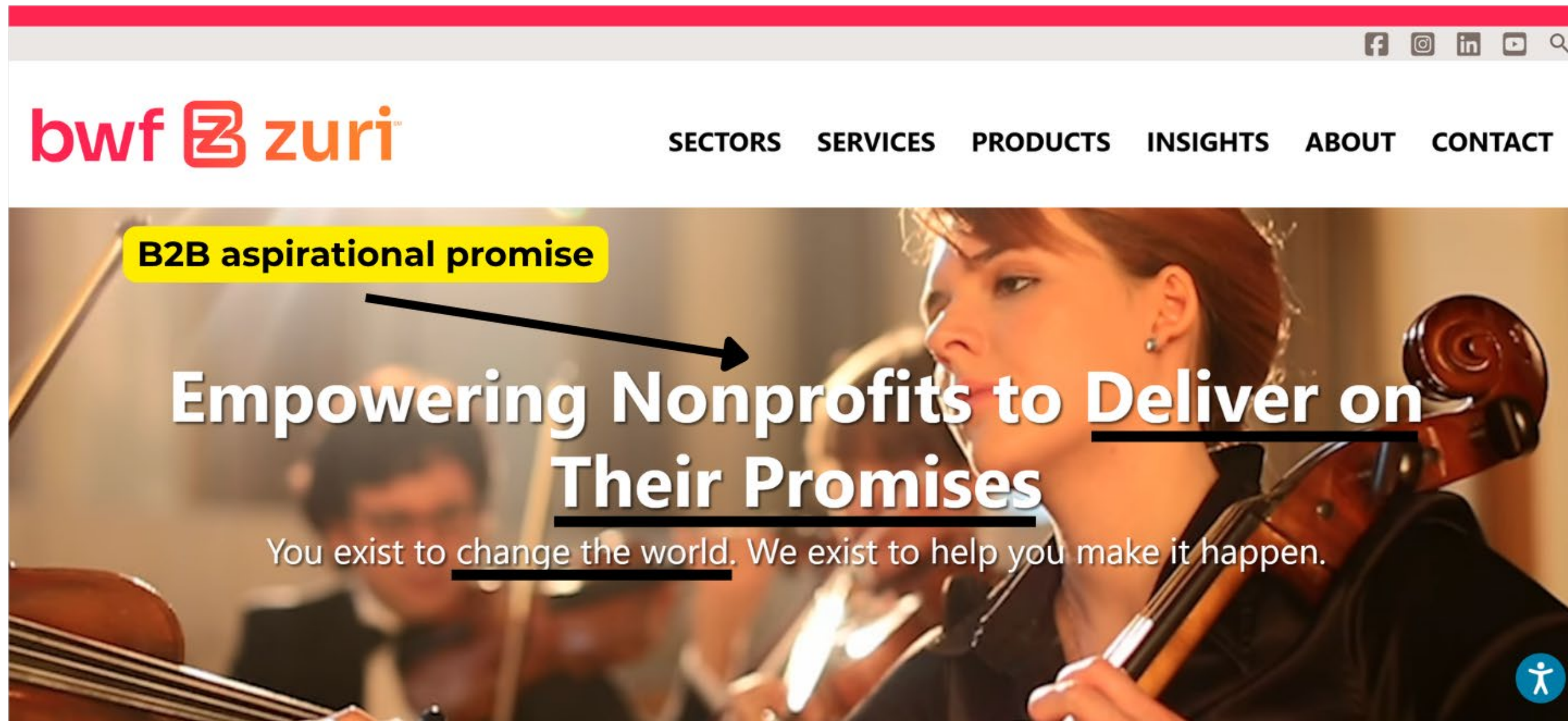
eulerhq.com

After



— BRAND EXAMPLE 2

BWF Zuri



BRAND EXAMPLE 3

Fifty Flowers



SEARCH 

ALL FLOWERS ▼ SHOP BY COLOR ▼ READY TO GO ▼ DIY FLOWER KITS ▼ WEDDING THEMES ▼ OCCASIONS ▼ FLOWER EDUCATION ▼

B2C aspirational promise

Breathtakingly Beautiful,
Unforgettably You.

★★★★★ Based on 9843 reviews

Trusted by over 1 million customers for 30+ years to create life's most beautiful memories.

[Shop Now](#) [How It Works](#)



fiftyflowers.com

— 5 MIN WORK + 5 MIN Q & A

Now It's Your Turn

01

How would you sum up the promise of what you do and the value you deliver in 5–6 words?

02

Take that concept or key word(s) and try to fit it into each of the seven tagline structures.

THE GOAL:

Document which structures flow best and seem to fit your brand's tone of voice. List out other concepts or key words, and create tagline options based on those themes. Finally, as you create and edit tagline variations, remember that you won't be able to say everything you want in 5-6 words. Get to the point and trust that your value proposition statement will also carry its weight!

SEVEN COMMON STRUCTURES IN THE ENGLISH LANGUAGE

Tagline

B2B Tagline: Answers the question, “What do you do?”

B2C Tagline: Answers the question, “What will I experience with your product or brand?”

GERUND

Making Tax Compliance Effortless

VERB

Make Tax Compliance Effortless

NOUN

Tax Compliance without the Effort

ADJECTIVE

Effortless Tax Compliance for Your Business

3 + 3 COMBO

Effortless Tax Compliance. Improved Business Profitability.

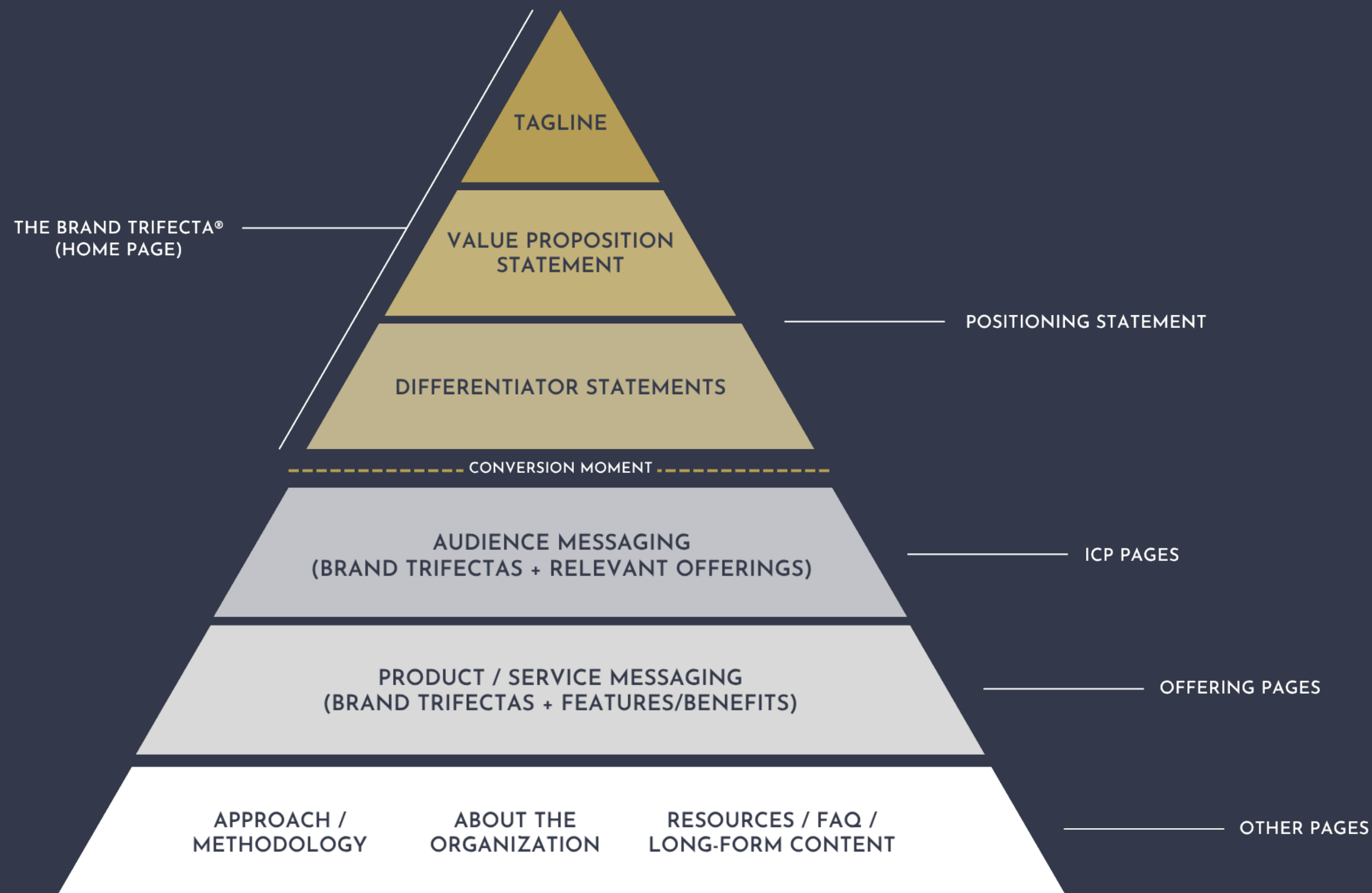
2 + 2 + 2 COMBO

Effortless Compliance. Improved Profitability. Smarter Growth.

1 + 1 + 1 COMBO

Compliance. Profitability. Growth.

— MESSAGING ORDER OF OPERATIONS



**WHEN ONE MESSAGE
IS NOT ENOUGH TO
RULE THEM ALL**

Layered Brand Architecture:

Drives conversions by providing
a logical, personalized path

*“I know what I need and
what action to take...”*

- ✓ Each audience/persona can have its own Brand Trifecta®
- ✓ Offering-specific Brand Trifectas are also common
- ✓ Layered approach supports personalized marketing and sales
- ✓ All Brand Trifectas should be built in the same tone of voice
- ✓ Sits above features/benefits and “how it works” content

BRAND EXAMPLE

QuotaPath Layered Brand Architecture

The screenshot displays the QuotaPath website with a layered brand architecture. The top navigation bar includes 'Enhanced', 'Strategic' (underlined), and 'Compare'. The main content area features a dark green background with a white circular graphic on the left and a large text block on the right. A sidebar on the left shows an 'Account Executive Leaderboard' with four entries, each with a profile picture, a bar chart, and numerical data.

Annotations:

- works with top-level brand trifecta**: Points to the top navigation bar.
- alliteration**: Points to the headline 'Your Comp Function. Fully Owned.'
- same maverick tone of voice**: Points to the sub-headline 'Commissions are costly and complicated, with no margin for error. Skip the payroll panic.'
- rule of 3' and use of colon vs. emdash**: Points to the body text 'Partner with a team of comp experts that manages the function end-to-end: running every period close, improving every plan, and standing behind every payout.'

Profile	Value	Target	Percentage
[Profile 1]	\$246k	\$300k	82%
[Profile 2]	\$195k	\$300k	65%
[Profile 3]	\$150k	\$300k	50%
[Profile 4]	\$60k	\$300k	20%

BRAND EXAMPLE

QuotaPath Layered Brand Architecture, Cont'd

WHY STRATEGIC SERVICES

positioning sets the stage for differentiators

One team for execution and strategy.



QuotaPath Strategic Services combines trusted software, AI guidance, and human expertise to ensure your incentive compensation function runs accurately, improves continuously, and drives the right business outcomes.



Delivering both execution and strategy

We embed a Commissions Manager and Variable Comp Strategist who pay your commissions and provide best-in-class advice on comp plan design. The result? Your comp function runs smoothly and drives the right behaviors.

ending and opening phrases in maverick tone



Powered by proprietary comp data

Everyone uses AI for comp plan advice, but the difference is what it's trained on. Atlas is trained on 10+ years of QuotaPath's own commission data from tens of thousands of real plans, ensuring your comp plan becomes a strategic business driver.



Human accountability behind every payout

Your dedicated QuotaPath team completes your commission cycle accurately and on time while also catching potential mistakes and flagging issues early. Bottom line: pay is personal. There's no margin for error.

Are we there yet?



We get there when we get there!

— PRACTICAL YET POWERFUL BRAND SHIFTS YOU CAN MAKE

Final Thoughts

01 Focus on creating the
“You get me!” moment

02 Differentiation comes
BEFORE features/benefits

03 Allow the comparison
moment to happen

04 Don't break the Brand
Trifecta® formula

05 Create layered Brand
Trifectas as needed

06 Stay true to the content
order of operations

— PRACTICAL YET POWERFUL BRAND SHIFTS YOU CAN MAKE

Final Thoughts, Cont'd

01 Storytelling content comes after conversion

02 Don't write from aspiration but from truth

03 Do front-end analysis and tone of voice work first

04 Keep what is working and don't just rip and replace

05 Use AI as your thought partner vs. thought leader

06 Keep flexing the writing and editing muscle

KATE DILEO

— LET'S CONNECT + FREE RESOURCES

Thank You

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