

Three Simple Questions Help Prepare Powerful Business Messages

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Communication Strategy Group Launches to Provide
Expert Business Communication Services, Media and Analyst Relations,
Editorial Services and Media Training for Growing Businesses

EAST NORTHPORT, NY – Ever have someone ask what your company does—then find yourself fumbling for a good response? Relax, you’re not alone. Delivering consistent messages about a company’s mission, products, services and people is one of the most difficult tasks associated with building company brand awareness and credibility. And it’s the reason a new agency, Communication Strategy Group (www.gocsg.com), has been formed.

“Communication Strategy Group focuses on helping companies develop and deliver power business messages, effectively and affordably,” states Arthur Germain, agency principal. “We work with growing companies in technology, media and related industries to create clear, consistent business and consumer communications that can help accelerate their growth.”

Germain is a veteran communication strategist who has served as a technology and business journalist, public relations and marketing agency executive and corporate communications chief for a \$1.5 billion global technology company.

His team comprises other senior level communications professionals – writers, journalists, technology marketers, public relations executives and media trainers – who work directly on client accounts to achieve results. This unique team is able to focus its individual talents on an “as needed” basis to help companies of all sizes—from small businesses to large multi-million dollar enterprises—improve their business communications.

Three Simple Questions

“People aren’t always prepared to explain exactly what their companies do when speaking with a customer, prospect or the media,” states Germain. “In fact, at many companies, if you ask 10 employees to describe what the company does, you’ll get 10 different answers,” Germain comments. “Like any business skill, presenting company messages is something that needs to be planned, practiced and performed.”

To help improve company message preparedness, Germain often asks clients to answer three simple questions:

1. Who are you?
2. What do you do?
3. Why is that different?

“Communication Strategy Group helps company executives and spokespersons examine these questions in order to get to the root of their company mission, and the benefit and value they provide their customers,” Germain states. “The answer to each of these questions must reinforce with prospects and customers WIIFM – what’s in it for me?”

Executives interested in improving and accelerating their business communications can visit the Communication Strategy Group Web site at www.gocsg.com or send email to info@gocsg.com.

About Communication Strategy Group

Communication Strategy Group focuses on building and supporting a strategic plan for client communications in order to create strong, consistent messages and presentations that have the greatest impact. The Communication Strategy Group team comprises senior level communications professionals – writers, journalists, technology marketers, public relations executives, media trainers – who work directly on client accounts to achieve results.

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Media Contact
Arthur Germain
Principal
Communication Strategy Group
agermain@gocsg.com
631-239-6335

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