

[ENGAGEMENT GUIDE]

Strategic Communication for B2B

I work with B2B and tech leaders on positioning, messaging, thought leadership, and sales communication.

Clients usually contact me when their business has something valuable to say, but communication isn't quite keeping up:

- the positioning is hard to articulate
- teams tell different versions of the story
- senior staff have valuable expertise but struggle to communicate it
- strategic thinking gets diluted on its way to the market
- communication initiatives start strong but lose momentum

Communication has economic value. It's something you can learn, measure, and apply to your advantage at every level of a business.

What you can bring me in for

Positioning & messaging

Useful when the offer is difficult to explain, or leadership, marketing and sales aren't quite telling the same story.

WORK CAN INCLUDE

- positioning review and recommendations
- company, service or product positioning
- value propositions and differentiators
- core company or product narrative
- website messaging direction
- message hierarchy and supporting proof points
- guidance for leadership, marketing and sales
- review and refinement of existing messaging

The result is a clear position and a shared language that can be used across the business.

Thought leadership

Useful when senior people have strong expertise and opinions, but those ideas aren't yet translating into a recognizable point of view in the market.

WORK CAN INCLUDE

- thought leadership positioning
- identifying themes worth developing
- executive interviews and idea development
- editorial direction and content strategy
- flagship article/report concepts
- frameworks for LinkedIn, newsletters and other channels
- editorial review and strategic guidance

I can selectively write or develop important pieces as part of an engagement, but ongoing content production is not the primary service.

The aim is to establish what you have to say, to what audience, and how to build a coherent body of thinking around it.

Sales enablement

Useful when the positioning makes sense at leadership level but becomes inconsistent or diluted in sales conversations and materials.

WORK CAN INCLUDE

- sales messaging and narrative
- pitch and presentation messaging
- one-pager structure and messaging
- case study frameworks
- customer-facing narratives
- review of existing sales materials
- messaging guidance for sales teams

The focus is on giving sales a stronger argument and a common language, rather than producing a large volume of collateral.

[PROCESS]

How an engagement works

01 Establish context and goals

We start with a focused conversation about the business, the problem you're trying to solve, and what success would look like. I review the relevant strategy and existing communication, and speak with other stakeholders as needed.

The aim is to get what I need from you early, rather than repeatedly pulling you back into the process.

02 Develop the work

Once the scope is clear, I take it from there. I develop the positioning, messaging, thought leadership strategy, sales narrative, or other agreed work, and bring it back to you for review.

03 Prepare it for use

The final work includes the frameworks and guidance the relevant people need to apply it consistently.

Where useful, I can brief internal teams or existing partners, advise on priority applications, and selectively support important execution.

Working together

I work directly with clients, without an account-management layer, and deliberately keep concurrent engagements limited.

The default is **async-first**. Meetings have a purpose rather than a cadence: a focused kick-off, conversations with relevant stakeholders when needed, and decision/review sessions at important stages.

Most new client work starts as a **defined strategic engagement**, with scope, timeframe and fee agreed upfront.

Ongoing advisory is available where continued support makes sense.

How long it lasts

Engagements have three stages:

1. Context & diagnosis

1–2 weeks

Kick-off, review of existing materials and goal setting.

2. Strategic work

4–8 weeks

Development of the agreed positioning, messaging, thought leadership strategy, sales narrative or other strategic work, with focused review points.

3. Guidance & handover

1–2 weeks

Final frameworks, recommendations and guidance for the people responsible for putting the work into practice.

Timelines vary with scope and depend partly on access to information, stakeholder availability, and feedback turnaround. Start dates depend on current availability and are agreed before booking.

How much it costs

We agree on scope, deliverables, timeframe, and total fee before work begins.

Focused strategic engagement

€4,000–€6,000

FOR THE FULL ENGAGEMENT • TYPICALLY 6-8 WEEKS, BILLED IN MONTHLY INSTALLMENTS

For one defined problem, such as positioning and messaging, a thought leadership strategy or a sales narrative.

Broader strategic engagement

From €8,000

FOR THE FULL ENGAGEMENT • TYPICALLY 8-12 WEEKS, BILLED IN MONTHLY INSTALLMENTS

For work connecting several areas, such as positioning and messaging followed by thought leadership, sales enablement, or guidance for the teams applying it.

Ongoing support

From €1,500/month

Available after the initial strategic work for continued advice, review, guidance, and execution support.

Fees cover the **agreed scope** and a **defined level of involvement**, rather than unlimited access throughout the engagement. We discuss and agree on additional work or significant scope changes separately.

Why work with me

Clarity from complexity

I structure messy information, competing priorities, and leadership thinking into usable frameworks.

Structure that lasts

I build systems that make communication initiatives easier to maintain across teams and over time.

15+ years in B2B communication

Experience across journalism, content strategy and B2B marketing leadership means I approach communication as a business problem.

Low-friction collaboration

I apply the same principles to my engagements as I do to communication: clear scope, defined responsibilities, and structured work.

A good fit?

We should talk if you have a communication problem more fundamental than “we need more content.”

The first conversation is a chance to understand the problem and see whether I'm the right person to work on it. We will also discuss a likely timeline and my current availability.

Tell me what you're trying to solve. A short note is enough to start: sabina@sabinavarga.com. I usually reply within two business days.

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